PRINTERS'

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



Vol. CXXX. No. 11 New

New York, March 12, 1925

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"How noiseless falls the foot of time that only treads on flowers" W. R. SPENCER



1873 . . . people racing in queer, high-wheeled sulkies . . . General Grant president . . . young men wearing side-burns . . . Dingee & Conard, rose growers, West Grove, Pa., place advertising with N. W. Ayer & Son.

1885 . . . electric tram-cars beginning to clatter through American streets . . . "The Mikado" makes debut . . . cash register invented . . . N. W. Ayer & Son making advertising pay Dingee & Conard.

1895 . . . the bicycle age . . . the first snorting gasoline buggies . . . leg o' mutton sleeves . . . vogue of Gibson drawings . . . Dingee & Conard growing roses . . . N. W. Ayer & Son advertising them.

1905 . . . young men going to Yale in bright yellow blucher shoes . . . undershot bulldogs . . . padded shoulders . . . Joseph Jefferson dies . . . Russo-Jap peace pact . . . Dingee & Conard growing more roses . . . N. W. Ayer & Son helping to sell them.

1915 . . . war . . . Lusitania sunk . . . Edith Cavell shot . . . submarines . . . Italy declares war . . . Dingee & Conard advertising being piloted by N. W. Ayer & Son.

1925...burial of mah jong...cross-word puzzle complexes...radio epidemic spreading...millennium again postponed...Dingee & Conard and Advertising Headquarters Keeping Everlastingly At It.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

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Local Prestige-National Influence

STANDARD FAREM UNIT



THE PROGRESSIVE FARMER
THE PRAIRIE FARMER
THE WISCONSIN
AGRICULTURIST

AGRICULTURIST THE AMERICAN AGRICULTURIST

WALLACES' FARMER
THE BREEDER'S GAZETTE
HOARD'S DAIRYMAN
THE NEBRASKA FARMER
THE PACIFIC RURAL PRESS
OHIO FARMER
MICHIGAN FARMER
MISSOURI RURALIST

KANSAS FARMER & MAIL & BREEZE THE FARMER, ST. PAUL

NOTE: Individual representation of the Capper papers continues as formerly but the Capper organization co-operates with the Standard Farm Paper organization in selling combination business. Invoices for unit business (one order, one plate, one bill) will be rendered from Standard Farm Papers, Inc., Chicago, or Wallace C. Richardson, Inc., New York.

OMPRISING the Standard Farm Paper group are the outstanding publications that you would naturally select for their influence within their respective territories, welded into one powerful unit for your convenience and profit—a unit that gives you:

- 1-The largest selective circulation.
- 2—The most influential editorial alliance.
- 3—A comprehensive merchandising service.
- 4-An unequalled dealer influence.
- 5—A liberal saving in mechanical, clerical and space costs through

ONE ORDER—ONE PLATE —ONE BILL

You can buy the Standard Farm Paper Unit with the same ease and economy as a single publication—but it gives you the local prestige and editorial influence of 15 "home state" farm papers, and almost double the circulation of any national farm publication—

CIRCULATION, TWO MILLION

STANDARD FARM UNIT

Standard Farm Papers, Inc. Wallace C. Richardson, Gen. Mgr. 608 South Dearborn St., Chicago Wallace C. Richardson, Inc. 250 Park Avenue New York

San Francisco, 547 Howard Street

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of Marsh 3, 1879.

Vol. CXXX

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New York, March 12, 1925

No. 11

Is Sales Effort Slipping as Production Jumps?

Study of Manufacturing, European Competition and Prosperity Talk Leads to Conclusions That Are Worthy of Thought

By G. A. Nichols

THE election returns revealing the triumph of Mr. Coolidge had hardly been counted before manufacturing in all lines of merchandise the country over began to jump ahead in a way that, compared with previous conservatism, was almost sensational. At this writing, aided and abetted by talk and expectations of an unusually prosperous 1925, it is still going strong.

In addition, great quantities of European merchandise are coming on the market. Imports during the last three months show an increase far beyond the advance that might be expected from normal and gradual growth. There is plenty of concrete evidence (some of it is presented later in this article) to show that German, French and English manufacturers, especially German, are putting forth a mighty effort with the American market the scene of action.

A person does not need to be an expert in economics to see, from all this, that merchandise far in excess of current requirements or those of the near future is being piled up.

After merchandise is made, it represents a dead loss until it is sold. Expanded production, therefore, necessarily means a whipping up of sales effort to correspond.

Is such extended sales effort being made in the present case?

It is not. And here we have

the makings of a situation that has possibilities for some real trouble later on. Manufacturers and bankers with whom this writer has discussed the matter during the last few days frankly admit they see visions of a jammed market and falling prices, somewhat after the fashion of the late unpleasantness in 1921. No appreciable increase in advertising or general sales effort, looking at business as a whole, is to be noted. Too much production, relatively speaking, on the one hand. Not enough selling, which is the only thing that can make the production profitable, on the other. If this policy is persisted in, the eventual answer is obvious.

What has produced this very remarkable condition which many thoughtful merchandisers are looking upon right now with considerable apprehension? Certainly it is not due to any lack of knowledge of the principle that selling must go right along with manufacturing or else there will be over-production. Everybody who has any right to be in business knows that. It must be, then, according to the view such authorities as W. F. Gephart, vice-president of the First National Bank, of St. Louis, express to Printers' Ink, that this curious situation has been brought about for one of two main reasons, or perhaps

re we have a combination of both:

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The first is that the startling leap forward in production has not become generally known. Things happen so fast in merchandising these days, as PRINTERS' INK has frequently said, that tremendous situations often spring, full grown, into the very midst of affairs without having given any premonitory warning.

The second is that into the selling end of business there has crept the idea, born of hope, perhaps, that things are going to be easy this year. Here we have one effect of the condition of prosperity that was press-agented with so many colorful adjectives—and also another instance, to add to several million preceding ones, of lazy and easy-going human nature, eagerly seizing upon every possible excuse to get out of work. Let us see how much there is

in these two premises. Just about the most reliable indication of current production conditions that can be found is in the kilowatt-hour output figures of the great power corporations. A study of a recent report made by the North American Company, which through subsidiaries serves more than one in every twenty electricity consumers in the United States, will give every sales manager plenty of reason for concluding that there is getting to be plenty of real competition and that things are not going to be so easy after all.

For the week ending June 5, 1924, the North American Company sold 5.28 percent less power for manufacturing purposes than for the same week in 1923. The week ending December 25, 1924, showed an increase of 20.5 percent over the corresponding week in 1923.

The figures of the week by week output are given. These tell us that on the very morning after election the sale of power began to jump up in an amazing way, demonstrating that manufacturing plants in leading industrial centres such as St. Louis, Cleveland and Milwaukee were setting out upon greatly expanded production programs.

"Where steel production furnishes an index of the future," says F. L. Dame, president of the North American Company, "electricity output supplies an index of the present. Factories order their steel in advance, but their electric power demands do not register on the meters until the instant the power is called for. It has been our consistent experience in the past that these weekly kilowatthour output figures constitute an accurate and reliable barometer of business conditions."

Was this expansion, as shown by the amount of power Mr. Dame sold, merely a temporary burst of enthusiasm caused by acceptance of the prosperity doctrine?

WHAT REPORTS INDICATE

The exact opposite is indicated by reports PRINTERS' INK has secured from power corporations other than the North American.

The expansion seems to be serious, steady and consistent.

"Our sales of gas and power for industrial purposes went up swiftly in December," says Charles W. Bradley, vice-president of the Public Service Company of North-"For example, our ern Illinois. Waukegan station (Waukegan is a small manufacturing town about thirty miles from Chicago on the north shore of Lake Michigan) was overwhelmed. Its capacity of 60.000 kilowatt-hours was not enough. Beginning with January the curve began to drop, bringing up the possibility that the spurt might have been only temporary. But it quickly ascended again and this month of February so far has been without exception the biggest selling period in all our history."

Mr. Bradley's words in italics would seem to dispose of the idea that the manufacturing expansion is only an affair of the moment, so to speak. They also explain the great development plans under way of the North American Company, the Public Service Company, Samuel Insull's Commonwealth-Edison Company of Chicago, various utilities concerns

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CHURCHES GAINED 690,000 LAST YEAR Sarv

Baptista Add 88,093, the Best Protestant Figure, Methodists Second, Then Lutherans.

REFORMED CHURCH GETS 32

Roman Catholio Church Receives 220,000, According to the Christian Herald Estimate.

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Evangelical Oburch		8,722	40
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Brothren (Dunkards)	143,600	1,192	
Prioude		33	
('hristiana	104,500	B.400	146
Mennonites	. 85,639		
Assemblies of Ged	75,600	5,000	
Pratecostal	73,783	6,783	
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mercet by an use United states in the good at the good attention has increased 50 per sect. Actowing that the Church is zarour has a seried accompany; the Church is an article accompany; lag his table, may that whatever a company; lag his table, may that whatever the church down and the church down and the church down and the church down and the church down are the church down and the church down and the church down and the church down and the church down are the church down and th



No student of the times can mistake the deep significance of the renaissance of religious interest in America.

And no student of advertising can mistake the great significance of this widening of the area of interest upon which Christian Herald draws.

Christian Herald

controlled by H. M. Byllesby & Company, and others. Mr. Dame says his company is going to spend \$41,500,000 on plant extensions and additions during 1925.

So much for the domestic production end which certainly does not need further elucidation here. The wise sales executive certainly will be able to read between the lines and write his own heading. He will see why it is, without being told, that there soon will be more aspirants for every possible dollar's worth of business than has been the case for the last four years.

The problem is accentuated by the abnormal increase in imports already mentioned. Foreign goods have come upon the American market in quantities, and at prices that make retailers, and not a few jobbers, actually give

them the preference.

If anybody doubts this latter statement, having in mind what a slow mortal the average retailer is when it comes to pushing specific merchandise items or brands, he should take the time to browse around a bit in almost any good retail store and he will

be surprised and instructed. The wife of a St. Louis advertising agency man went to the household utilities section of a department store in that town to buy a food chopper. She had in mind a certain American make which has been retailing at \$1.25. sales girl showed her a food chopper of German manufacture which seemed to be in all essential respects equal to the American article and which sold for 59 cents retail. The woman bought it as a matter of course, just as almost anybody would have done under the circumstances.

And then, acting upon the merchandising sense developed possibly from conversations with her

husband, she asked:

"Do you have many foreign made items of this kind in stock?" "Oh, yes," was the reply. "We are getting in a great many of

them now.

The customer was shown thirtyseven items in small kitchen stuff

such as can openers, egg beaters, fruit juice extractors, and mis-cellaneous kitchen hardware that were made in Germany. The incident is all the more significant because the sales girl is of only average intelligence and experi-ence. Yet she was well enough acquainted with her job to differentiate between the German and domestic stock. It is evident that there is quite enough foreign merchandise in that store to make an

impression.

A certain wholesale house selling general merchandise, lists in its catalogue ten pages of what it calls "European china" as against four pages of American china and crockery. A study of the items shows that while there are a few of English and French make, the most are German and Austrian staples that were big sellers on the American market before the war. The list includes tea sets, cups and saucers, salad bowls, cake sets, sugars and creamers, dinnerware and china novelties in general. Somewhat strange to behold at first sight, but natural enough when you come to think of it, a generous display is made of the Reinhold Schlegelmilch line of fancy trade-marked china, strongly advertised under that name. Retailers know this line and buy it by name.

What has become of the idea, prevalent among American manufacturers two or three years ago, that they had the bulk of the American retail market in china, crockery and glassware for keeps?

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'Naturally we prefer American goods," the chinaware buyer for the house explains to PRINTERS' INK. "But American manufacturers are so concerned with mass production that they devote themselves mainly to dinner-ware, neglect the small stuff which we must have. Then, too, the foreign product costs us less money, meaning either a larger profit or a lower selling price.

Very much the same condition obtains in playthings. American manufacturers retain the bulk of the trade-nearly all of it in fact -in wagons, velocipedes (Continued on page 166)

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"Aw, gimme! You big stew! Who made you my eats chaperone?"

"Don't rare so before eating or you'll get indispeptia." "Aw, please! Hand it down

or I'll swallow a teacup.

From the time a boy's diet ceases to be wholly of milk, he seems to have the dilating powers of an anaconda and the capacity of a box-car. The preferences of a healthy boy in his teens are as strong as his appetite. If food doesn't suit the laird of the manor, he's free with his opinions. The moral is-Foods and boy-enthusiasm are closely allied.

Allied quite as closely to the enthusiasm of 500,000 young American enthusiasts is THE AMERICAN BOY. Like their friendship for a fast-sworn chum, its readers pay it that

whole-hearted allegiance of which youth only is capable. Twenty-five years have seen overlapping generations of youths, 151/2 to 16 years old on the average, chumming with THE AMERICAN BOY. To them its stories, articles and editorial advice are law and gospel. Eating for health is a long-established part of its policy.

Manufacturers of foods will Manufacturers of foods will find THE AMERICAN BOY a good market place. A million young appetites are ready to turn to your product. Through them influence their families' buying habits. Why not let these hungry youngsters say "Aw, gimme!" for your brand? Conv received by April 10th Copy received by April 10th will appear in June.

merican Detroit Michigan

150,000,000



The British edition of "Population and its Distribution" has recently been completed. We shall be glad to send you a copy upon request.

J. WALTER

People ~ concentrated in an area less than half that of the United States



N this compact area are eleven nations—(excluding Germany, Russia, and the Balkans) with an average density of population

exceeding that of New York State.

With the present steady improvement in financial conditions abroad the buying power of these countries is being rapidly restored.

To American manufacturers this recovery means a restoration of their principal foreign markets, and an opportunity for increased volume.

The London Office of the J. Walter Thompson Company maintains a complete staff in London and continental centers, insuring advertising campaigns that are right in appeal and accurate in native idiom.

To Americans selling abroad this provides a service that combines a first-hand knowledge of European markets with the long experience of all the J. Walter Thompson Company offices both here and abroad.

THOMPSON CO.

NEW YORK CHICAGO BOSTON CINCINNATI SAN FRANCISCO LONDON

The New Policy of Shipping Board Advertising

What Head of Emergency Fleet Corporation Thinks Advertising Should Do for America's Merchant Marine

Washington Bureau of PRINTERS' INK

L AST Thursday, a seven-hour discussion among agency executives and Government officials marked the first step in the adoption of a new policy for the Shipping Board's advertising. The meeting was called by Admiral Leigh C. Palmer, president of the Emergency Fleet Corporation, in

his office.

On the following day, Admiral Palmer, in a special interview, explained to Printers' Ink the new advertising policy of the Emergency Fleet Corporation. Admiral Palmer's evident knowledge of advertising is somewhat surprising until it is recalled that he resigned from the Navy at the close of the World War and that, until he accepted the presidency of the Fleet Corporation about a year ago, he engaged in unusually strenuous business activities in several parts of the world. Then, while presiding over the organization of the Corporation, he made an intensive study of all factors that are necessary to the building up of the business of the fleet.

It is his conviction that a fixed policy of advertising would not be feasible for promoting the service of the United States ships, and he explained that every condition overcome presented new opportunities for advertising re-

sults.

"The first thing necessary to accomplish with the aid of advertising," he said, "was to present to the American public a complete picture of the merchant marine, to inform the people of the country of all of the salient details of their ship lines and the service the ships created. That has been largely accomplished. The growing business of the fleet, especially that of the passenger service, shows that our story has been read and heeded.

"Now, our principal problem is

to increase the passenger and freight traffic for the return trips of the ships. Both passenger and freight business to Europe has been satisfactory for some time, and if the same volume of business could be transacted from Europe we would soon reach the turning point between losses and profits.

"Naturally, since this is a selling problem, advertising will play the principal part in its solution; but that does not mean that we shall largely increase our advertising abroad. We shall continue to spend the bulk of our appropriation in this country, with the idea of inducing more passengers to purchase round-trip tickets to Europe and for the purpose of convincing our importers that it is to their advantage to route their import shipments over the United States Lines.

"Even a partial solution of this problem will create others, and just what they will be we cannot tell at this time. The changing aspects of competition will have their influence, and many other conditions, as yet undetermined, tend to make any long-range, fixed advertising plans highly speculative. So we have adopted the policy of leaving the entire proposition of advertising open so far as possible to the advantages of timely and prompt tactics. With the ultimate disposition of the ships in view, we shall, at the

selling problems as they develop."
The ultimate disposition of the ships, as the plan was explained by Admiral Palmer, is especially interesting. For many weeks, rumors have been heard in Washington, and some of them have been repeated by the newspapers, to the effect that it is the intention of the Government to dispose of the ships as soon as possible, self-

meetings of our advertising com-

mittee, attempt to solve all of our

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Give that try-out campaign a fair chance to make good. Schedule it in a newspaper that covers an up and coming city, and in addition reaches a worth while small town and rural market of unusual buying power.

The Des Moines Register and Tribune-News

February Circulation—Net Paid 165,369 Daily 143,439 Sunday

We give the sort of personal co-operation with dealer and jobber that sales managers appreciate

I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolare, Detroit;
 C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco and Los Angeles;
 Gravure Service Corporation, New York.

ing them abroad if buyers cannot be found at home.

This impression, which exists both abroad and in this country, that the United States Marine is a temporary service is one of the most serious handicaps to the successful operation of the fleet. It has been used by competitors as their most effective argument, and it is the cause of the reluctance of many foreign manufacturers and exporters to place their business with the American ships. Unfortunately, the impression has been magnified by thoughtless travelers abroad and by senseless gossip at

To overcome this impression and to correct its effect will be one of the immediate purposes of the Fleet Corporation's advertis-Admiral Palmer explained that the law which created the Shipping Board and the Emergency Fleet Corporation. assured the permanency of the service, both before and after the ships are sold, since its purpose was to establish an American Merchant

Marine. "Our Government," he declared, "has made for itself an enviable reputation by accomplishing every achievement it has attempted, and it is ridiculous to suppose that we shall fail in the establishment of a merchant marine, when we have both the ships and the money necessary to make the service a All that is necessary is success. efficient and economical management and an educational cam-paign powerful enough to make the world understand that we are in the shipping business to stay.

"The law requires that the ships be operated by the Government until they can be sold to advantage to private interests. The fact that seems lacking in the understanding of a great many people is that the eventual sale of the ships, if conducted properly, will not affect in any way the service of an American merchant marine. The eventual transfer, which, in regard to some routes is probably some years in the future, will be merely a change of ownership, and it will be to the obvious interests of the new owners of the

ships not to make any radical changes in the established service.

"Our big job, in the meantime, is to build up both the business and the reputation of the service. We have a much bigger proposition to sell than passenger tickets and freight. We've got to sell the idea of an American merchant marine to the world.

"We must first, as a plain business proposition, establish the fact that American ships can be operated privately at a profit on many Then, it is eviof the routes. dent that there will be opportunities for the Government to sell the ships to private enterprises, and with the absolute assurance that the service will continue as a firmly established institution.

"From our experience and the progress we have made, we have learned that advertising is undoubtedly the most important influence we can utilize in attaining our ultimate expectations. That is why I am giving the subject of advertising, in connection with the business of the Fleet Corporation, so much of my time and personal attention.'

Insurance Agents Co-operate in Advertising Campaign

Advertising Campaign
The Rochester, N. Y., Underwriters
Association, general insurance agencies,
is running a series of advertisements in
the newspapers of that city, to explain
points about fire, automobile and other
forms of insurance policies that are
commonly misunderstood by the policyholder. The advertising advises the public to "do business with licensed, experienced and trustworthy agents" and
each advertisement gives a list of the
agencies that are co-operating in the
campaign. campaign.

Wm. H. Rankin Agency

Appoints H. R. Schaeffer
H. R. Schaeffer has been appointed
spage buyer of the Wm. H. Rankin
Company, New York advertising agency.
He was recently with Hanser-Churchill.
Inc., and was formerly with The Martin
V. Kelley Company, Inc. and the M. P.
Gould Company.

Continental Motors Appoints Grace & Holliday

The advertising account of the Continental Motors Corporation, Detroit, has been placed with Grace & Holliday, advertising agency of that city.



LAST year The Milwaukee Journal printed far more than twice as much advertising of women's wear as the other two Milwaukee papers combined! The reasons for this overwhelming leadership are possibly best given in the words of one of Milwaukee's largest women's wear shops:

"The splendid direct returns secured from Milwaukee Journal advertising make it by far the least expensive. In our estimation that is due to a considerable degree to the standing of The Journal in the local field, and the confidence and interest of readers which it enjoys."

-Fields, Incorporated.

Read by more Milwaukee and Wisconsin people than any other publication in the world.

Journal FIRST- by Merit

More Than 52 ...

FOR more than a year now, more than a million people have bought the Chicago Herald and Examiner every Sunday.

Think of it!

That means that with one great Sunday newspaper ... at a low milline rate ... you can place your sales messages before (figuring conservatively, three members to a family) more than three million people.

Chicago Herald

NEW YORK: 1819 Broadway

"Over a Million"

THE Merchandising Department of the Herald and Examiner, by its continual contact, is qualified to offer advertisers a service based upon "Experience Intelligently Applied."

Manufacturers and agencies are invited to write for detailed information for securing jobber and dealer distribution in the Chicago Market.

and Examiner

SAN FRANCISCO: Monadnock Bldg.

YOU WOULDN'T GIVE MUCH

for a telephone if there were only a few scattered ones, and most of your friends, and the business houses you might want to communicate with, had no telephone.

Correspondingly, you don't give much for the advertisements in a newspaper which carries only a small or scattered portion of the advertising news.

The newspaper which alone satisfies you as a buying guide is that paper which carries such a diversity and volume of representative advertisements that you know you will find in it what you are looking for.

Among the Chicago daily newspapers, the one which has long held the position of dominance is The Chicago Daily News. Its advertising columns give you diversity, volume, and representative coverage of advertising news in far greater degree than any other daily newspaper in its community

That is why the great Department Store Merchants of Chicago buy more space in The Daily News than in any other Chicago newspaper.

That is why in most other important advertising classifications The Daily News is consistently first.

That is why innumerable national and local advertisers have found it pays best to advertise in The Daily News.

That is why, year after year, The Daily News publishes a far greater total volume of display advertising lineage than any other Chicago daily newspaper.

For the year 1924, the display advertising score for the daily papers of Chicago stands:

15,099,527 agate lines for The Daily News 11,774,440 agate lines for the next paper

THE CHICAGO DAILY NEWS

First in Chicago

Making Inquiries Breed Inquiries

How Manufacturer of Silos Holds Down Cost of Inquiries Received from Farm-Paper Advertising

By Willis Brindley

Manager, Hewitt-Lea-Funck Company

LET'S admit that inquiry costs are higher than they were a few years ago. What's to be done about it?

The obvious first thing to do is to see that every inquiry is given a chance to do business. This means careful attention to detail in making sure that the inquiry gets prompt and accurate atten-

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One way to insure this is to tell minor employees what it costs to get an inquiry. The mail clerk slits open an envelope and a coupon drops out. It looks to her like the little piece of paper that it is—and nothing more. But if the boss tells her, and tells the other persons who are going to be concerned in the detail of making inquiry cards, filling in form letters, mailing out catalogues, etc., that the inquiry cost \$8, then it stands a better chance for respectful attention. Eight dollars is a considerable sum of money—two days' wages, maybe.

It occurred to us this year to try a plan for making inquiries breed inquiries, by means of a variation of the endless chain scheme, and one in no way objectionable. In brief, this plan is simply to invite the persons whose names mean inquiries, to send in more names, which will become inquiries, and to invite these new-comers to join the family and send in still more inquiries.

These incubated inquiries may may not be as good as those which originate from advertising. Surface indications are that they are neither better nor worse. It may be argued that when a man goes to the trouble of answering an advertisement, he thus displays an active interest in the proposition, whereas an inquiry sent in by another person may bring the proposition to a man who is in no way interested. But also it happens many times that the re-

ceipt of a name enables us to lay our offer before a man who is interested, but who will not bother to answer any advertisement, no matter how attractive the proposition may be. If you catch some of these never-answer-an-advertisement fellows, the resulting

business is net gain.

Our business being the sale, by mail or through local representatives appointed by mail, of wooden silos, we know that in the very nature of things, we must expect to send our literature to many who are not in a position to buy during the year that the inquiry originated. A farmer answers an advertisement, receives our printed matter and prices, intends to buy, and then something interferes. He finds himself short of money after paying his taxes; he is unable to borrow money; somebody told him that silage would make a cow's stomach rot and her teeth fall out; he had so many propositions that he decided to throw them all overboard; the price of butterfat dropped and he decided to quit milking cows. There are as many alibis for not buying a silo as for not taking out life insurance.

However, the inquiry sender survives the year, and is again a prospect. Our policy for some years has been to follow inquirers for three years past, but not to send them a catalogue. The follow-up, addressed generally so as to be put in the mail a day or two before the end of the old year, is an offer to send the new proposition to any man who is sufficiently interested to ask for it. Generally we have sent a form letter with

return card.

When these return cards come in, we do not make new inquiry cards, but search the old card records for the card, and advance the card to the current prospect box. The current card thus car-

ries the history of the inquiry, including the original key from the farm paper advertisement. A man who goes to the trouble to send in the return card may thus have our offer dished up to him for years and years, and this is all right with us, for he may eventually buy, and when we get him his order will amount to \$350 to \$450. Hemming Hanson, Shafer, Minn., answered an advertisement in 1916 and got our proposition every year for eight years. Finally, in 1924, he bought a silo, and a few days ago he borrowed some writing paper from his daughter and wrote us as fol-

Mr. W. Brindley the silo i buyd of you last spring is O.K. it has been thirty-five belo zero but it cept out frost beter then eny oter silo aroundt her Thenks to you very mutch for promt delivery and plenty find materials.

Also Mr. Hanson sent names of two neighbors who may buy our silo.

This plan of following old inquiries thus proved worth while, because the cost was small and would be paid for by an order or two. It occurred to us this year, however, to elaborate on it a little, by inviting these old prospects not only to ask for the new silo catalogue, but to send us names of other farmers who were interested in silos.

This was accomplished by arranging the printing on the return part of the card—we used this year a double U. S. postcard—so as to allow space for the old prospect to renew his status by filling in his own name and address, and using the remaining space for an offer of \$5 for each silo order that may develop from a name sent in, with ruled spaces below this printed offer for five names.

The cost of mailing 6,000 post cards to old names was about as follows:

6,000 U.S. double postcards...\$120.00 Printing, two sides two colors... 42.50

Total \$162.50

At the time this is written, about six weeks after the mail-

ing, the returns are practically all in. Our tally sheet shows 254 cards returned. We did not keep We did not keep a tally of the number of names. but in almost every case the prospect, in addition to sending his own name, sent in five others. Estimated conservatively, we have 1.000 inquiries from this source. The cost figures included nothing for addressing, because this was done as a spare-time job by regular office help, but the cost cannot be figured at more than \$200, and for this we have 1,000 or more inquiries, so that these inquiries cost not over twenty cents each.

Our bait for encouraging these inquiries was an offer of \$5 on each order that developed by mail from a name sent in. The names sent are carded with the name of the sender as key, and when an order comes, we will mail a check to the man who sent the name, without waiting for him to ask for it. Please note that no money is spent now, because we offer no immediate reward, such as trifling present of some kind. The only inducement is a promise of pay provided orders develop from names sent; thus there is no temptation to send worthless names for the sake of an im-The \$5 will mediate reward. be no burden on actual orders, with the sales unit averaging around \$375.

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In addition to encouraging the sending of names, the postcard invited the recipient also to indicate by a check if he was interested in selling silos on commission. Comparatively few farmers have any taste for being agents for anything, but there are some who like such work. We subordinated this representative suggestion, but it was there for the man who wanted it. In looking over our card files of representatives upon which some data with reference to the appointment are noted, in the course of study of data for this article, I was rather surprised to note that we have in our file of representatives for 1925, forty-six names which were obtained from this source-1924 or earlier inquiries-who sent prospect names and

indicated a willingness to sell silos. Judging from past experience, about one in ten of these men will actually sell silos, but the whole forty-six were obtained as a by-product of a name scheme that cost altogether less than \$200. Figure, if you care to, what it would have cost to send men through the country by automobile seeking out and appointing local representatives to sell a

product like a silo.

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Encouraged by the apparent success of this first try at incu-bating inquiries from inquiries, we have recently given the scheme another twist by enclosing, between the two pages of the form letter that goes out in answer to inquiries, a Government postcard which contains this same offer of \$5 on each silo order that develops from a name sent in. At the time this is written, we have no definite figures from this plan, but we are getting back the return cards every day, and such in-quiries cost almost nothing, since the only cost is for the postcards and printing.

We have, so far, kept away from inviting additional inquiries from men whose names were obtained from postcards sent in by other persons, because inquiries so obtained would be apt to duplicate those already on file, but in our follow-up of 1922, 1923 and 1924 names made with the double post card at the start of the year, we hit the whole list, regardless of source. As the result of the whole program, we have at Hendricks, Minn., a situation that may be regarded as typical of many: Jay Bogue, a 1918 customer,

sent us in January, 1924, the name

of Mrs. Hans Hexem.

Mrs. Hexem, being thus a 1924 prospect, was followed by a double postcard, and sent us the names of A. A. Hexem and Andrew Kragh, these being re-ceived by us on January 29, 1925. On January 27, 1925, Louis

Aronson's inquiry, resulting from an advertisement in a farm paper, was received, and we sent Mr. Aronson a form letter and silo book, with a postcard inviting him to send names and indicate if he was interested in selling silos on commission. Aronson lives at Ivanhoe, Minn., the next town to Hendricks, and he sent us three names from Ivanhoe, and two, the names of Fred Peterson and Ed Peterson, from Hendricks. Since Aronson wants to sell silos. I have appointed him our representative at Ivanhoe and Hendricks.

Tally back, if you are interest-ed, and you will see that we now have five prospects from Hendricks, one dating back to an original inquiry and order in 1918, two to a follow-up of 1924 names, and two to incubation of a 1925 prospect. The only direct inquiry from an advertisement is that from Aronson, now appointed a representative. Aronson may sell none of these prospects; again he may sell three or four and dig up some in addition. Or, if Aronson proves a dud, some of these men may order direct, since they will hear from us with follow-up just the same as if we had no representative. In any event, we now have five chances to make a sale at Hendricks.

There is considerable detail required in the handling of these incubated inquiries, but nothing that is difficult after the system has got under way. Anybody who hesitates at detail in connection with the handling of inquiries ought to run the general sort of copy that discourages them. Our

plan is as follows: The names on the postcard are checked with 1922, 1923, 1924 and 1925 names, each lot being filed alphabetically in its own file box. If none of the names is in our files, we make acknowledgment, not by means of a separate letter, but by means of a short paragraph typed on a form letter which goes to the sender of names in his capacity as a revived prospect. We type this paragraph in the upper righthand corner, just under the date, and it reads as follows:

Thanks for names. These are new to our files, and we are sending our prop-osition to each man and will pay you five dollars on each order that develops.

If, among the names, there is

one which we already had, we tell the man that all were new names "except Peter Johnson" or whatever the name may be, and then we advance the Peter Johnson card to the 1925 prospect list and give him the regular letter with catalogue, letting his card continue to show as key the key number of the farm paper from which it originated or the name of the man who sent it in.

Of course, this plan will not work when new names are received from a man who has himself answered a current advertisement and received our proposition, since he has already received the form letter. In this case, we are using now a short, separately typed form letter. which merely thanks him for the names and expresses the hope that we may soon have his order. so as to permit our giving him the advantage of our very best proposition which includes at this season an extra large discount for cash and a free roof.

One thing that has surprised us in checking inquiries is the small number of conflicts between new names and names already on file. Even in cases where we get the names from a neighborhood in which we have done much business, and from which we already have many names, we find very few duplications. The number of prospective silo buyers appears to be infinite, and each man who sends names seems to send names of his particular friends, who are not among the acquaintances of others from the same post office

who may have sent us names.

While it is somewhat outside the purpose of this article, brief mention may be made of a plan we have found effective for referring inquiries to representatives, since this might be used equally well by an advertiser handling his product through dealers rather than direct by mail or through local agents. Our plan is as follows:

As soon as the inquiry has been handled, by making the inquiry card and addressing the form letter, it is referred to wall maps upon which location of repre-

sentatives is indicated by pins. We have one such map for each State in which we do business, mounted on wall-board in a frame and nailed to the wall. If consulting the map shows that there is a representative at the same post-office. or at a post-office within easy driving distance, the inquiry is referred to the representative. This is done simply by pinning the coupon to a printed slip which is so arranged that the typist may fill in the name of the representative and mail the slip, with original inquiry attached, to the representative by inserting it in a window envelope. The original inquiry is of no value, after it has been handled, and it looks more like business to the representative than just sending him a name. Also, the system saves a letter.

Of course, in cases where somebody sends us names from a territory covered by a representative and these must be referred to him, we simply attach the postcard with the names on it.

Referring the inquiry to the representative exposes us to the chance of having to pay a commission on an order that might have come direct by mail, but also it undoubtedly gives us a better chance to land the order, which otherwise might go to some other company that had a man on the job. An important consideration, also, is that when a live inquiry is referred to a representative, he is more likely to follow it, and even if he makes no sale on the tip we have given him, he may discover other sources for business. The salesman dozing behind the stove sells no silos-we want to get him out and keep busy.

Chewing Gum Account for Blackett-Sample-McFarland

The Green Circle Products Company, Chicago, manufacturer of chewing gum, has appointed Blackett-Sample-McFarland, Chicago advertising agency, to direct its advertising account.

Lyon & Healy Account for Kling-Gibson

Lyon & Healy, Chicago, musical instruments, have placed their advertising account with the Kling-Gibson Company, advertising agency of that city.



Philadelphia manufacturers employ 229,671 men earning an average of

PHILADELPHIA'S big family is a versatile one, and only a part of it is engaged in the manufacturing business—but this part of the family alone earns over \$7,572,000 per week.

The Bulletin goes into practically all of the 412,000 separate homes of the city and 100,000 more outside of the city limits.

Philadelphia is a huge market of nearly three million people—third largest in America—instantly available through one newspaper, at one cost.

With over half a million copies daily, The Bulletin naturally dominates Philadelphia — there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending December 31, 1924 Copyright, 1925, Bulletin Company.

The REDE



"Safe!" shrilled the youngster at Vernie's side. "Gee, what a pip of a slide!"

"Did he -did he have to do that?" she stammered.

"Did he?" shrilled the young informant.
"I'll tell the world he did! They had him
pegged! The guy was waitin' for him wit'
the ball!"

From "Said With Soap"
by Gerald Beaumont in the
April RED BOOK MAGAZINE

Everyone is interested in some kind of sport — basebagolf, football, swimming, tennis, rowing.

That's why outdoor stories by Gerald Beaumont a other well-known authors appear regularly in THE RI BOOK MAGAZINE.

Distribution of April issue nearly One Milli

BOOK Magazine is Read

Advertisers who use THE RED BOOK MAGAZINE know they are reaching responsive families who live in a productive market.

More than 86% of THE RED BOOK MAGAZINE'S sales is in the 2790 places of 2500 or more population—the urban market.

The RED BOOK

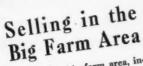
Magazine
reaches
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Oklahoma's big farm area, indicated in black on the map above, comprises 39 counties where the average size of all farms is 160 acres or more. The average size of farms in the entire district is 243.6 the entire district is 243.6 tacres, while the average in the State is 106 acres. There are 32,854 big farms in this area. The Oklahoma Farmer-Stockman has 65,654 subscribers in this district, or 79,2% coverage in the area of big farms.

C-OKLAHOMA

AMER-STO-KHAN

Oklahoma City

Salesmen Who Failed to Sell Me

They Didn't Know Enough About Their Merchandise

By a Retail Haberdasher

FOR years I derived a great deal of pleasure, when time permitted, in trying to make salesmen appear foolish. A few months ago, however, I had a caller who was a Tartar. I began to give him the third degree. But he responded capably. I could not corner him. He knew his subject. Later on, I told him he was one of the first salesmen I had met who seemed to know his subject thoroughly. Then he confided to me he was the president of his concern and was out on a still hunt for information.

I told him about the pleasure I had had cornering salesmen. "Why not write about it for PRINTERS' INK?" he suggested. This article

is the result.

Some years ago, I tricked a newspaper solicitor out of a contract. That was what really started me on this little sport of cornering salesmen. This newspaper man had been in to see me regularly. He had me practically convinced. I had held him off for so long, however, that it seemed like conceding defeat to sign the form he had prepared. I had just one more way to hold off and decided to try it.

The solicitor called the next morning. I expected him and had given the morning edition of his paper a careful reading. One of the editorials was a rather lengthy one condemning a proposed bond issue for the county. When the solicitor appeared on the scene, I said to him: "Just what is your idea in wanting me to advertise in your sheet when you know how I feel on that proposed bond issue and your editor takes the attitude he took this morning? Just what do you personally think about that editorial?" and, as I felt sure he would, the solicitor replied: "Well, I was in a bit of a rush this morning and I didn't read the editorial you mention."
"Aha," I said to him. "You are

supposed to be an educated man and a good citizen. What is more, you either do take an interest in civic affairs or you should do so. You should believe that your paper has a real reason for taking a certain stand. You ought to believe in your own paper-the proposition you are trying to sell me. And here you tell me that you don't read the lead editorial in your own paper. Yet you take the paper. Just like a lot of other people take it-and that's the thing you call circulation and tell me about and want to charge me money for.

"I've said right along I don't think your paper pulls. It hasn't reader interest. It doesn't appeal to the busy business man like you and me. And I have a store which caters largely to men. That con-vinces me that I was right in not giving you a contract. I just needed something like this to prove that all your talk was simply hot air. You don't believe in

your own proposition." And that was the end of that

interview.

A week later I had a birthday. We had a little party at the house. The next morning, I looked for an account of the affair in the paper. There it was. When I read it, I knew I was in for a lot of joking from the boys. The fool reporter had garbled the thing. He had my age down for sixtythree, instead of thirty-six. Or was it the typesetter who had mixed the figures?

And then, about ten-thirty that morning, the solicitor walked in. I was glad to see him. I had already had over a dozen phone calls from friends asking me my secret for keeping young. As the solicitor came in, another indi-vidual called up. The solicitor waited patiently while I took the "kidding" good-naturedly.
"What fool made that mistake

in the newspaper?" I asked him. "Oh, about your age? That was unfortunate, I guess, but I don't think it will annoy you any. It was just one tiny word and it was in a paragraph almost buried in the society column. You'd hardly expect anybody to read it. I don't think a hundred people will read that paragraph and I don't think

ten people will notice the mistake."
"You don't think ten people will
notice it!" I shouted. "About fifteen have already called me up to
tell me about it." And the phone
rang and another chap asked me
where my fountain of youth was

tucked away.

"Well," the solicitor said, "It certainly beats all how people read our paper. As a matter of fact, the other day you almost had me convinced that nobody read it. That was why you wouldn't advertise. Now I'll let you in on my secret. I wrote the item myself and handed it in. I made the mistake purposely. Don't you think it proves that more people read our paper and would read your advertising than you would admit the other day?"

When he left, the joke was on me and the contract was with

him.

A week later, a shirt salesman came in to see me. He could wear shirts but he couldn't sell them. I told him that I knew the neckbands of his shirts would shrink—that I could tell from the feel of the fabric. He assured me that he had never had any complaints

on that score.

I replied that that didn't mean anything to me. I gave him every chance in the world to tell me about the neck-bands of his line of shirts but he didn't rise to the occasion. I told him I didn't think he had ever seen a shirt made. He admitted that he had been hired in Chicago and had not yet had time to go East to see the factory. So I told him that he really was at a disadvantage and that before he went any further he should study up on button-holes and how buttons should be sewed on, and that his line was all wrong. He listened to me and thanked me.

But he couldn't sell me any shirts. Another day, a man wanted to sell me a line of ties. He showed me his samples. I told him the line was out-of-date—that they weren't showing stripes in New York these days. I asked him if he didn't have ties with polka dots—that polka dots were being advertised in the New York papers. He didn't have any polka dots but he told me he would tell his house to send him samples and he'd have them on his next visit. As a matter of fact, I don't know yet what the New York stores were advertising at that time.

THIS SALESMAN KNEW HIS LINE

A few days later, though, I ran into a salesman who wouldn't be downed. He had a line of bathrobes. I looked at the line and assured him that those bathrobes would not wash—that if they were sent to the laundry, the colors would run. I assured him that I handled only bathrobes that could be washed.

"Then you ought to be ashamed of yourself," he came back at me. "Either you are a mighty poor merchant and don't turn your stock over more than once in ten years or you are just jollying a poor hard-working salesman trying to make an honest living."

"How come?"

"How come?" he asked. "Well, because if you've any bathrobes with fast colors that won't run in the wash you've got bathrobes that you had before the war when we had materials with fast colors. None of these bathrobes will hold the color if it is washed. You've got to dry clean them these days. I'm not going to tell you these will wash when they won't do it satisfactorily. Maybe one woman in a dozen will sneak it through the wash in good shape, but the other eleven won't, and you're in trouble. The stock you've got is either before the war stock or it will run right now. Better get yourself set right," he explained.

And then he pulled a copy of a trade journal out of his case and showed me an article on the very subject. He knew what he

N the past ten years The Indianapolis News has rejected or ruled out more than \$1,000,000.00 in potential lineage most of which was accepted by other Indianapolis newspapers. This is no pharisaical boast. Keeping News columns clean has been an important factor in making The Indianapolis News Indiana's greatest newspaper and most powerful advertising medium.

The Indianapolis

Frank T. Carroll, Advertising Manager

Dan A. Carroll 110 E. 42nd St., NEW YORK

J. E. Lutz
The Tower Bidg., CHICAGO

was talking about. He didn't oversell or under-sell. He knew his subject. He knew more about it than I did. He sold me bathrobes. But if I could have convinced him that his bathrobes ran, while he tried to tell me they didn't, he'd have gone off without an order.

"Have you seen your stuff made?" I like to ask salesmen. "No!"

"Then you can't talk to me about your line. You don't know any-

thing about it."

"But I'm a salesman-not in the manufacturing department," one salesman, who was literally hanging on the ropes, said to me.

"You're right, young fellow; but I want to know what I'm buying because my customers are going to ask me the questions I am asking you and if I can't tell them, they will go somewhere else. Or maybe they are just mildly interested. If I can tell them a nice, complete story, I can arouse their

"I probably sell more blankets than anybody in this town and probably carry a smaller stock than most competitors. But blankets are goods I can talk about. I like to sell blankets. I know more about blankets than anything else I handle. Years ago, I learned the weaving business. I stood in front of a loom in the Oregon City Woolen Mills weaving In-dian blankets. I know a lot about blankets. I can tell a good one from a poor one. I know what the weight should be and what it is. I can tell how much cotton there is in the warp and how well the blanket was finished after it was woven. I can talk authenticity of design and the romance of Indian lore back of the blanket.

"For that reason, I'm a good retail blanket salesman. I could sell more men's shirts if I could talk about men's shirts as well as I can talk about blankets. don't do much with leather goods because I don't know much about leather goods. Some day, a good salesman who knows leather goods, will call on me and will teach me a lot about that line. I'm looking for that man right now. His

call may bring him a thousanddollar order. It will mean maybe a thousand dollars in added earnings to me. But most salesmen don't know any more about leather

goods than I do."

The other day a salesman came in to see me about handling his line of shoes. He didn't know much about shoes, though, and he couldn't show me where I was any better off changing around and adding his line. That night I had to go down to the hotel to see a line of samples. I saw the shoe salesman in a big chair in the lobby. What're you reading?" I asked him. "Ferguson's Bridge" he replied. "Huh," I said to him, "You ought not be a shoe sales-man. You ought to be a bridge builder."

But I'm afraid he didn't get the

point.

United States Shipping Board Appointments

Dorrance, Sullivan & Company, Inc., and Barton, Durstine & Osborn, Inc., both of New York, have been appointed by Admiral L. C. Palmer, president of the Emergency Fleet Corporation, to direct all advertising of the United States Shipping Board and Emergency Fleet Corporation.

Sturges Dorrance and Bruce Barton also have been appointed members of an advisory committee which will meet

once a month to discuss all advertising and sales promotion problems. The advertising will be handled as follows:

follows:
Dorrance, Sullivan & Company will direct the passenger advertising of the Pan-American Line, American Oriental Mail Line and the California Orient Line. They also will direct the freight traffic advertising of all the United States Government freight services, which number twenty-seven lines in addition to the United States Lines.

Barton, Durstine & Osborn will direct the passenger traffic advertising of the

the passenger traffic advertising of the United States Lines. They also will handle special advertising for the sale of ships, materials, asking for bids, etc. These appointments are effective April

of July 1, which is the beginning of the new budget year for the United States

Shipping Board.

J. W. Boring continues as advertising manager of the United States Shipping Board with headquarters at New York.

Albany, Oreg., Newspapers Merged

The Albany, Oreg., Herald and the Albany Democrat, evening daily newspapers, have been merged.

MUCH has been said of the mental attitude of the magazine reader.

Most of it is speculation.

Our people have only one attitude of mind in reading the Condé Nast Publications: the buying attitude.

They read the editorial pages to learn what is smart. They read the advertising pages to learn where they can buy it.

The Condé Nast Group displays, the classes demand, the merchant stocks, the masses buy, the advertiser profits.

Simple, isn't it? Like most truths.

VOGUE VANITY FAIR HOUSE & GARDEN

THE CONDÉ NAST GROUP

Vogue's Greatest Issue

The current "Spring Shopping Number" of Vogue is a good example of both the volume and variety of advertising used to sell merchandise to the class market. 584 advertisers used 146 pages of advertising on

automobiles auto bodies beds and bedding bath salts bath scales beauty shops books brassieres candies candles children's wear china cigarettes cigarette cases clocks corsets draperies department stores embroideries

fabrics flowers foods floor coverings furs furniture glassware gloves hair goods hand bags hosiery hotels house furnishings iewelry lamps leathers lingerie luggage musical instruments

maternity apparel maids uniforms

objets d'art perfumes phonographs radio ready-to-wear refrigeration roofings schools shoes and slippers shoe accessories silver soaps specialty shops sports clothes stationery toilet goods tooth paste travel washing powders

Bui

Brue

Rart

Blay

Bige

Broo

Blac

Bour

Caro

Cuter

Canti

Cara

Cluze Calif Miss Chine Cople Camp

Dartm Djer-I Dean's Dolces Detect

Diamo

Debevo Doeuil

Doucet Descat. Davids

The 247 display advertisers, using 140 pages, are listed on the opposite page. Together with 337 schools and small shops (not listed) they give this issue both the greatest diversity and the largest volume of advertising ever published in Vogue.

VOGUE

247 Display Advertisers

Astor Hotel
Ambassador Hotels
Almoc Lamps
Aine Camps
Aine Montaille, Paris
Absorbine, Jr.
Am. Colony Stores
All Year Club Cal.
Ampico
Atlantic Candles
A. P. Brassieres

Belding's
Bonwit Teller
Bays Bread
Berkey & Gay
Blackshire Dresses
E. Burnham Cream
Best & Co.
Barbourwiels
Bernowick Radiola
Bien Jolle
Buick
Bergoorf Goodman
Beetoff, Forde
Bergoorf Goodman
Bechoff, Forde
Bruck-Weiss
Bromley Jersey Frock
Barto, Edw. B.
Blaylock & Blynn
Bailey, Banks & Biddle
Biglow Kennard
Burt Co., Arthur
Black & Co.
Bon Ton Mysterla
Bourlois Perfumes

Crane's Cordlinear Caron Perfumes Cadillac Corticelli Fashions Cutex Cantillever Shoes Calif Fruit Growers Cara Mis Cluzells Cluzells Cluzells Claye's Chineas Shop Copley Plaza Campbell's Soups

Dartmor Sportswear
Djer-Kiss
Dean's Procks
Polecy Frocks
Potecto Scales
Diamond Eyelets
Diamon

Del Monte Hotel Dalby Silknit De Pinna Del Monte Hickey

Emile Emporium Edco Fragranceer

Franklin Simon
Fatima
Fostoria
Frank Bros,
Fairyland
Franklin
Fortmason
Franks, Irene
Feagans & Co.
French Line
Flaher Bodies
Fond, Marjorie
France Rose Marie
Fayre
France Rose
Fayre
France France
Fayre
France France
Fayre
France
Fra

Tabilla Goodyear Welt Germaine Guerin, Paris Greco, Paris

Greco, Paris
Gump's
Gordon Hose
Gera Mills
Guerlain
Gray, Dorothy
Green, Daniel
Golflex
Gainsborough
Gossard

Harper & Bros.
Fubrite Dresses
Hart, Schaffner & Marx
E. Haynes
Homer, Atalanta
Hahn Shoes
Hausler & Co.
Huntington Hotel
Hawaii Tourist Buru, H. & W. Corsettes
Holmes & Edwards
House of Youth
Hummingbird Hose
Hilp, Walter J.

Inecto Rapid Notox International Corset Isakof, Paris

Johns-Manville Joie Jaeger Jay-Thorpe Jones, Paul, Co. Jordan, Frances Johansen Shoes Kayser Gloves Kenwood Blankets Klytia Katz Kleenex

Luxite Hose
Lux
Lablache
Lucien Lelong, Paris
Lucien Lelong, Paris
Lucien Lelong, Paris
Lucien Erocks
Lurence, Paris
Ling Beetie, Paris
Lino de Boetie, Paris
Lane Bryant
Lane Bryant
Lenox Hose Repair
Lewiks, Ben
Liebe's, H.
Linen Stare
Lingette

Meadowbrook
Marmon
Mello-Glo
Miller, I.
Modart, Corset
Mollie Mayers
Martnello
Martlal et Armand.

Morny
Manuel
Mum
Millen
Millen
Means Blankets
Morris, Bay
Mourning Shop
Milnor, Inc.
Marten, A. F.
Meurice, Paris

Nemo-flex Mme. Nobele Nana Ltd. N. Y. Exchange Norden, Martha North German Lloyd Nairn Linoleum Norlda Perfumes Neet

Oshkosh Trunks O'Connor, F. P. Orinoka Oglivie Sisters O'Connor & Goldberg

Paige Hats
Patou, Paris
Proxy Shoppers
Palace Hotel
Plaza
Plaza Athence, Paris
Printzess
Pond's

Penikees Princess Pat Peter Pan Powder Pinaud, Ed. Pryde Pall Mall

Queen Quality Queen Make Dresses

Rollins Hose Regny, Jane, Paris Reo Renaud's Redfern Corsets Rogers Lunt Bowlen Reed & Barton Roger et Gallet Roger, Camille, Paris

Stewart & Co. F. Savery, Paris Southern Tea Room Sanderson. Margaret Stevens, Chas. A. Seqtile C of C Scranton Lace Saks—Sth Ave. Simmons Snuggleband

Thomas, Seth
Tiffany
Tweedle Heel Protect
Tuxedo Dresses
Truhu Silks
Treo Girdle
Todhunter
Todhunter
Thurn
Towle Silver
Tubize
Tangee
Tanhian

United Hotels

Vici Kid Van Raalte Gloves Undies Vanity Boot Shop Volnay Vanity Fair Silks Vauv Vel-o-Ross

Worth, Paris
Woodward & Lothrop
Wolfelt, C. H.
Wamsutta
Whiting & Cook
Waiters, Dr. J.

Yteb, Paris

Zork, David

VOGUE

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Be the I

THERE may be more passengers on a Sunday excursion to the lake, but you can sell more factory sites to the smaller number of passengers on the "Century." You can buy a larger circulation in Indiana than that of The Star but a more responsive circulation for a quality product doesn't exist. Star readers pay twice as much for the Star.

The INDIANAPOLIS STAR

Always first - always fair - always complete





National Representatives

KELLY-SMITH CO. Marbridge Bldg., New York Lytton Bldg., Chicago

GRAVURE SERVICE CORP. 25 West 43d Street New York

The Road to Wellville Plays a Return Engagement

The Current Postum Cereal Company Campaign Is a Splendid Example of How an Old Idea Can Be Given New Youth

By Owen Winters

SHADES of Sunny Jim and Spotless Town—not to mention Phoebe Snow: The Road to Wellville is once more opened to the

Those of you who can remember the dollar watch and the days when McKinley was president, those of you who craned an eager neck to watch the first Oldsmobile go chugging down the cobbles will recall the little newsprint book entitled "The Road to Wellville" which was once affixed to the top of every package of Grape-Nuts.

C. W. Post was one of the first advertising men to recognize the tremendous power of health as a buying incentive. It was this basic idea of his which led to the "Road to Wellville." This book was one of those ingenious bits of advertising that, on the surface, seems purely altruistic. But down beneath that veneer of altruism was

a solid sales foundation.

The original "Road to Wellville" was circulated by the mil-lions of copies. It told the gospel of fresh air and sunshine and exercise. It stressed the importance of plain and homely fare. And Mr. Post included under subject the virtues of the various products which he manufactured.

C. W. Post left as a legacy to his successors, those advertising principles which were the very keystone of his business. And so fundamental were those principles that most of them may still be found in the advertising of the company which he started.

Beginning with the year 1924, the Postum Cereal Company entered upon a new era of advertising. Five of its products, each a conspicuous national success, are now being featured in a large list of periodicals and newspapers.

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Because each product presents its own peculiar problems of exploitation, it was found desirable to develop for each a separate advertising theme. So widely different are the resultant advertising campaigns that no single series bears a tangible relation to the

Feeling the need for some connecting family link, an obvious step has been taken. All of the products manufactured by Postum Cereal Company have been grouped under a common family name, "Post Health Products." Next, a seal has been designed which bears that phrase in white letters on a circular red field. Beneath this, the signature of C. W. Post appears in facsimile.

Once this seal was designed and approved, the next step was its incorporation on every package in this line. Because of the me-chanical work required and the time involved in moving the old packages off the grocers' shelves, packages off the grocers' nearly a year elapsed before the company was ready for its next

Now the Postum Cereal Comany is ready to carry its work of identification still further and is launching an institutional cam-paign in a list of periodicals.

These advertisements are illustrated in full color by some of the country's leading artists. Each one prominently displays the new Post Health Products seal and identifies each product as a member of the Post family. In every case, the illustration portrays a winding road which leads to the fanciful town of Wellville whose white spires are always seen gleaming in the distance.

It is further planned that each advertisement featuring an individual product shall carry the

Post Health Products seal so that no matter whether it be Post Toasties, Grape-Nuts, Post's Bran Flakes, or one of the Postums, which is being advertised at the moment, that product will at once be recognized as a member of the parent family.



Behold, the Shining Spires of Wellville

You sub-nearly the ray clock and appelling eye. Sub-near short configuration and was the result of the result of the result from the from the resulting part of the result from the first from the resulting part of the result from the from the resulting part of the result from the result

shed, often of the golden grasss train Post Health Products of Bottle Creek a

AN OLD IDEA BROUGHT UP TO DATE GIVES POSTUM A NEW INSTITUTIONAL CAMPAIGN

advertisement is titled: One "Behold, the Shining Spires of Wellville." It reads as follows:

You who envy the rosy check and sparkling eye, who arise each morning weary and unrefreshed, who go to meet the daily task with fagged brain and unwilling tread—lift up your eyes and see the spires of Wellville shining in the sun! Right about face! Make up your mind now to live in Wellville, the town of health, success and happiness. Avoid the dangerous ruts of habit. Remember Nature's simple teachings. Est more sparingly of the heavy foods of civilization. Drink more milk. Eat more often of the golden grain.

often of the golden grain.

Post Health Products of Battle Creek are made from the most nutritions parts of grain. They contain, in

abundance, the vital elements that build bone and brain and brawn. Post Health Products cost so little, they are so appetizing and so convenient that they have turned thousands out from the dangerous ruts of habit into the "Road to Wellville."

To supplement this campaign the Postum Cereal Company is

publishing a revised edition of the "Road to Wellville" in regular book form. This work has been written by an authority on the subject of foods, exercise and diet. While scientific to a high degree, it is writ-ten in simple language.

At a later stage in the institutional campaign this book will be offered to the public in the advertising. It is also to enjoy wide distribution among domestic science classes and food authorities.

Appoint American Press Association

The Yuma, Ariz., Evening Heraid; Eldorado, III., Evening News; Atwood, Kans., Evening Northwest Kansas; Anderson, S. C., Morning Independent, and the Erwin, Tenn., Evening Magnet, have a pp o in ted the American Press Association, publish. publish-Press Association, publishers' representative, New York, as their advertising representative.

Join Charles W. Hoyt Agency

F. S. Schenck, recently with the New York office of Lord & Thomas, has joined the Charles W. Hoyt Company, Inc., New York advertising agency, as man-ager of its advertising test laboratory. He also was with the George Batten

Company, Inc., for five years.

Jerome V. Leary has joined the mechanical production staff of the Hoyt agency.

He was recently production manager of Alfred Wallerstein, Inc., and was formerly with Evans & Barnhill, Inc., in the same capacity.

Frank A. Wood with Farm Publication

Frank A. Wood, for the last fourteen years advertising manager of the Rochester, N. Y., Evening Times and of the Times-Union, has been appointed advertising manager of the Rural Life & Farm Stock Journal, also of that city. to

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"A Class Magazine in a Class by Itself"

MANCIENT DAYS they had to make laws to prevent commoners wearing the fashions that the nobility felt should be exclusively theirs...Fortunately there are no such laws to-day and, if you sell your merchandise to the leaders of fashion, every woman, everywhere, in time, will demand it.

ero

Harper's Bazar

24 IN LONDON 500 HOF IN PARIS

When the Seller Fails to Deliver Per Contract

An Answer to the Question: How Much Must the Buyer Pay When the Seller Fails to Deliver Everything Contracted for?

HOW much must the buyer pay when the seller fails to deliver the entire amount of merchandise contracted for? Must he pay for the portion of the order received and retained by him at the rate provided in the contract or need he pay only the market value of the goods? A recent decision in New York in the case of Guaranty Trust Company vs. The Gerseta Corporation will prove of great assistance to the buyer who finds himself confronted with this problem.

Incidentally it is well to bear in mind that the New York decision was controlled by the provisions of the Uniform Sales Act. suit arose in the following manner. On May 12, 1919, The Gerseta Corporation contracted with Mogi & Company for the purchase of thirty bales of silk, delivery to be made five bales a week commencing August 19, 1919. Pursuant to the contract, twenty bales were delivered and accepted by The Gerseta Corporation. Fifteen of the bales were paid for at the contract price per bale. Payment for the remaining five bales delivered, however, was withheld on the ground that the purchaser had reason to believe that Mogi & Company did not intend to deliver the final ten bales contracted for. At the time of the acceptance of the twenty bales, the purchaser believed that the balance of the order would be delivered.

Mogi & Company assigned its claim for payment of the contract price of the unpaid for five bales to the Guaranty Trust Company. The latter company sued The Gerseta Corporation to recover this sum.

The market value of silk had declined since the making of the contract. In fact, on the date of delivery the market value was about one-half of the contract

price. The Gerseta Corporation, contended therefore, that, since the contract had not been fully performed, it was liable only for the market value of the silk delivered and accepted and not for the contract price. On this theory it interposed not only a defense to the suit for the contract price of the five bales but also a counterclaim for the difference between the contract price of the fifteen bales already paid for and the actual market value at the time of delivery of the fifteen bales.

The lower court decided against the contention of The Gerseta Corporation. On appeal, the Appellate Division reversed the court below and sustained the position of the purchaser. Unless the same point is carried to the Court of Appeals, the decision in this case will probably be accepted as settling the law of New York with respect to the issues before the court.

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But the decision is more far reaching than its effect on the law of New York. Many States have adopted the Uniform Sales Act and have repealed their former laws with respect to the sale of goods. The benefit derived from the adoption of this act is that instead of having conflicting legislation in each State covering the law of sales, the laws of the various States are harmonized. Since a substantial number of rious States are now governed by the same law of sales effective in New York State, the decision in the Gerseta case will probably carry weight when similar cases arise in other States.

Opens Sarasota, Fla., Branch

Fort Pipes is manager of a new office which The Chambers Agency, Inc., New Orleans, has opened at Sarasota, Fla. A. R. Beverly-Giddings will be associated with Mr. Pipes.

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Mark your calendar

The big N. E. L. A. Convention in San Francisco is only a few weeks away.

There will be no exhibits this year.

This "no-exhibit" factor need not work any hardship on the manufacturer however.

The manufacturer can carry on his Convention sales campaign by means of an exhibit-on-paper in the 4 Convention issues of ELECTRICAL WORLD and JOURNAL OF ELECTRICITY.

This way he gains the attention of the Convention delegates—and he also carries his sales message beyond the Convention, throughout the whole electrical industry.

June 6

N. E. L. A. Pre-Convention Issue of Electrical World.

June 20

N. E. L. A. Convention Report Issue of Electrical World.

June 15
N. E. L. A. Convention Issue of

June 1

P. C. E. A. Con-

vention Issue of

Journal of Elec-

tricity.

Journal of Electricity.

ELECTRICAL WORLD & JOURNAL OF ELECTRICITY

Tenth Ave. at 36th St., New York

883 Mission St., San Francisco

McGraw-Hill Publications



A Sermonette

The other evening in a Chicago theatre a handful of people were present to see and hear Mrs. Fiske, Chauncey Olcott, Jimmie Powers and Tom Wise in "The Rivals."

A brilliant cast, a brilliant play—yet a pitifully small crowd.

Around the corner in another theatre, "White Cargo," billed as a vivid love play of the tropics, played to a capacity house.

In still another theatre another handful of people were present to hear De Wolf Hopper an M: W

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and a distinguished company in "The Mikado."

What music! What librettos! Yet hardly enough people in the house to pay for the lights.

And in theatre No. 4 "No, No, Nanette," a charming, little musical comedy, went merrily on its way with every seat occupied.

What does it mean? Simply this.

This generation doesn't want what the last generation wanted. They don't want the books, nor the music, nor the styles, nor the newspapers.

In Chicago the Evening American is publishing a live, aggressive newspaper for THIS generation. And its circulation goes up and up as indicated by these figures:

February Daily Average Net Paid Circulation

502,145

Which exceeded the circulation of the second evening paper by 78,787

CHICAGO MARRICAN

A Good Newspaper

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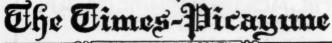
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They get Kesults

Local display and classified advertisers would not show such an overwhelming preference for The Times-Picayune day after day, year after year, if it were not the paper possessing outstanding pulling power in the New Orleans field.

Representatives: CONE, HUNTON & WOODMAN, INC., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. BIDWELL CO., San Francisco and Los Angeles.



FIRST FOR THE SOUTH

Two Press Agents Tell about the High Cost of Free Publicity

Some Inside Information Concerning the Methods of Press Agents Which Will Astonish Publishers and Advertisers

By James True

NEXT to legislation and the activities of the various Government Departments, the con-cocting of free publicity is undoubtedly the greatest industry of A small army of Washington. press agents thrive as they do in no other city in the world, and their prosperity depends, not only on their ability to invent and create the news or story element which is necessary to get their stuff into print, but also on their ability to sell the reading-matter space of practically all of the magazines and newspapers of the country.

Probably it would be something of a shock to the editor of a certain widely-circulated and highly-regarded popular magazine to learn that \$1,000 is the current charge of Washington press agents to land a publicity story in his publication. This fact can be readily established, and a week's inquiry into the press-agent industry of the nation's capital has revealed many incidents which strongly indicate that space is regularly sold at fairly well-established rates by press agents in practically all of the leading newspapers and those popular magazines which specialize in personal and industrial articles.

These rates are only the first cost of free publicity. Whether they are paid as fees to free-lance agents, or in the form of annual retainers to agency bureaus, the net cost per story is about the same, and there are likely to be other and larger expenses attached to any effort to break into the news and reading matter columns of the publications.

In soliciting business, many press agents compare their fees with the advertising rates of the publications selected for on-slaught, especially when the pros-

pective client happens to be a large advertiser. Low cost of space is one of their most effective arguments, apparently, and one of them told me that he could place a story in a certain prominent magazine for \$1,000 which would occupy space that would cost about \$6,000 if bought and used for advertising. He did not mention, however, that his fee would be only a part of the expense of getting the free publicity for the advertiser, although he did admit that the advertising would be vastly more productive for any commercial proposition.

Talks with several successful Washington press agents, al-though they frequently mentioned their output as stories, articles or press releases, left the impression that they consider their work almost entirely from the standpoint of its supposed advertising value. Hence, it occurred to me that a study of the cost of free publicity in relation to its productiveness would be both interesting and informative, and, that the value of the investigation would be increased by using in its report the actual statements regarding cost and results made by press agents who are representative of the most successful class.

But before I set down the facts disclosed by discussions with two of the most prominent publicity experts in Washington, I want to relate an incident which gives an excellent idea of how publicity costs accumulate when the clients of the press agent are willing to foot the bills. About the first of February, last year, a representative of an industrial group, which is dependent on one of the country's important natural resources, called on a Washington press agent to see what could be done in the way of free publicity to

stimulate the business of the industry. It was thought that a slight depression was in sight. The representative explained that his principals thought that free publicity would act as a preventive, and the press agent readily agreed with them.

This press agent knew that Federal legislation regarding conservation of the natural resource was pending. He also knew that debate on the legislation would soon add importance to any interesting information or manufactured news on the subject of the resource, and that several societies and associations had been interested in the subject for some The representative was especially desirous of securing a story in a magazine of very large national circulation, to be followed by a newspaper campaign of free publicity, and the press agent signed him up on a highly profitable basis.

Because of the public interest in the legislation, soon to be realized, the press agent thought that he had an easy proposition. He considered it so easy that he went to the city of the publication and called on the editor, introduced himself frankly as a publicity man, and explained that he was in a position to furnish an article on the subject, to be written by any author the editor might select, at no cost to the publication. The editor, with some slight show of indignation, refused to consider any proposition of the kind; but if he thought that his decision closed the incident he had no conception of the ingenuity of a good press agent with plenty of money to back him up.

The press agent remembered that a well-known contributor to the magazine in question lived in Washington. With this fact in mind, he looked up the presiding official of one of the societies interested in the conservation of the resource. Within a month or two, he brought about an arrangement whereby the official invited the author to take a trip of inspection through all of the large industrial plants dependent on the resource. All of the ex-

penses of the trip were paid by the industrial group who, the press agent explained, did not want to be known in the matter, but who were quite willing to foot the bills of the trip and a series of rather layish entertainments.

Last fall, the story appeared over the author's name, in the magazine selected by the representative of the industrial group. The magazine paid the author for the story, and both evidently thought that the transaction was above the slightest taint of commercialism. The industrial group paid the press agent's fee and the expenses, which totaled around \$6,000, and, since they concluded that they had established an encouraging basis for free newspaper publicity, they were highly pleased with the result of their speculation. Through the subtle work of the press agent, the official of the society and the executives of the concerns visited, they had got into the story certain statements which they thought would benefit their business.

When this incident was mentioned to one of the most successful publicity men in town, he smiled and remarked that the backers of the enterprise certainly got their money's worth. When asked to state just what he meant, he explained that there was always a great deal of satisfaction in accomplishing the impossible and putting over something that showed an ability to outwit the other fellow, besides telling the public just what you wanted known about your proposition.

PITIFULLY SMALL RETURNS

"As to the value of actual returns," he continued, "that's another question, and the answer is highly problematical. Possibly the story stimulated the industry to some extent, and it might have had some slight effect on pending legislation; but I doubt it. Usually, those who pay the expense of jimmying through a story of this kind forget that they are promoting a story of 5,000 or 6,000 words, when only three or four paragraphs are designed to accomplish their object. The entire

How Detroit Department Stores Employed Advertising Space **During January**

64.5%

News

18.7%

2nd Paper 16.8%

3rd Paper

DEPARTMENT stores are notably shrewd buyers of advertising space. Because of the variety of merchandise advertised by them it is comparatively easy to check advertising results. Hence their advertising judgment is based on experience; not guess.

It is significant, therefore, that the downtown department stores of Detroit during January of this year chose to place 64.5% of their advertising in The Detroit News (daily and Sunday combined), the other papers dividing the remainder between them.

Advertising seeking to interest the home purchasing agent—the housewife, and she does 90% of the buying—should reflect on this important evidence of superior results. The News enters practically every English speaking home in Detroit, and is the purchasing guide of the housewife.

The Detroit News During 1924 Printed the Greatest Volume of Advertising In the History of the World and More Local Advertising Than All Other Detroit Papers Combined

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan

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story must be interesting, or the editor won't fall for it, and frequently the three or four paragraphs comprising the 'stinger' are the least interesting and convincing of all. Then there is always the chance that all of the publicity value will be destroyed by careful editing.

"If this story could have been put through at considerably less cost I'd say that it might have paid out. As it was, the promoters would have secured vastly better returns if they had put the cost in a page of advertising in the magazine, and played up the three or four paragraphs that were designed to deliver their message to the public."

The man who offered this criticism has been actively engaged in publicity work for many years. He is not only highly successful, but also enjoys the confidence and friendship of many prominent public officials. For a time he was employed by the Government and made a record for his department in magazine and newspaper space secured solely through his unusual ability to recognize good news material and to write vivid stories. While he specializes in general publicity, more especially in educational propaganda, and maintains his organization for that purpose, he has handled a number of commercial campaigns. But he selects his clients carefully, and last year refused a retainer of \$20,000 to accept a commission from a large concern because he did not think the proposition was honest; and man values his reputation above money.

UNCLE SAM TURNS TO PAID SPACE

During his discussion, he compared the selling value of free publicity with that of advertising, and declared the experience of the Government to be the best possible lesson for anyone who had anything to sell. Since the World War, he explained, the Government has become one of the largest purveyors of news material, and literally hundreds of news releases are mailed every week to the newspapers and trade press by the various departments.

"Congress, except on rare occasions," he said, "has taken the stand that all Government activities have exceptional news value because they are of vital interest to the people. Congress is right, in a measure, and for many years the Government has received more free publicity than any other institution in the world.

"But whenever the Government has had anything to sell in large volume, it has had to advertise, and Congress, in appropriating the necessary money, has had to overcome its opposition to paid publicity. Probably the best opportunity free publicity ever had to sell anything was during the early part of the war, when we put on the first Liberty Loan drive. The public was intensely interested, newspapers and magazines were lavishly liberal in their donations of space; but we soon found that free publicity would not sell Liberty Bonds in profitable quantity. We had to advertise, and the advertising behind the selling groups sold the bonds.

"No amount of free publicity would have sold the surplus war supplies; but advertising cleaned them up to the tune of hundreds of millions of dollars, and in a comparatively short time with a remarkably low selling cost. The same can be said of the Shipping Board's experience in selling the service of the American fleet, and now the Prohibition Unit is going to spend a small advertising appropriation to sell prohibition to the people, a thing that a great volume of free publicity has evidently failed to accomplish

dently failed to accomplish.

"Understand, I do not say that the publicity expert cannot secure free publicity of value for a manufactured product. I have put over several campaigns which I am sure were worth every cent they cost my clients; but it is impossible to benefit the sale of any new or unknown product with an economical amount of free publicity material.

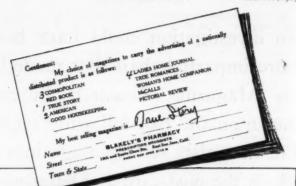
"Of course, it is possible for an experienced publicity man to stage events and arrange news incidents that will place and keep the men-

(Continued on page 49)

No investigation could have been more impartial than that made by the Magazine Research Bureau, shown on the two following pages. The druggists selling magazines to whom the post-card and letter were sent, could not possibly have known that this investigation was inspired by any particular magazine—the result therefore was totally unbiased.

The number of letters and cards mailed was 3,500; the number of replies received was over a thousand.

The result speaks for itself and shows one magazine's preponderant lead in sales and dealer influence in a most important merchandising field—the drug stores of America!



MAGAZINE RESEARCH BUREAU

SIXTEEN WEST TWENTY-THIRD STREET

NEW YORK

January 14, 1925

YOU CAN DO US A FAVOR

We are assisting a national advertiser, whose product is handled through drug stores, to make up a list of magazines in which to advertise a medium-priced toilet article, during 1925.

Doubtless you are familiar with the following tem gublications, each of which has a wide national distribution, as well as a reputation for being productive in advertising results.

We would appreciate it if you would check the four of these magazines that you believe can be best employed to push this product. Would you wind using numerals 1, 2, 3 and 4 to indicate first, second, third and fourth choics, or if you prefer some magazine not listed here, we will be glad to consider it.

Here are the magazines:

Cosmopolitan Red Book American Good Housekeeping

Ladies Home Journal True Romances True Story Woman's Home Companion McCalls Pictorial Review

We are enclosing a post-card for your reply and we want to thank you in advance for your courtesy.

If we can reciprocate at any time, won't you let us know?

Sincerely your

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Wo Pict Red

Lad Goo Cost Ame Wor C Mc

Pict Tru Red Tru

"My best selling magazine is-"

1—True Story	443	7—McCalls	9
2-Ladies Home Journal.		8-Pictorial Review	6
3—Cosmopolitan	59	9-Woman's Home Com-	
4—American	59	panion	3
5-Good Housekeeping	26	10—True Romances	2
6-Red Book		-	
			600

"My choice of magazines to carry the advertising of a nationally distributed product is—"

First Choice		Second Choice	
True Story Ladies Home Journal Cosmopolitan American Good Housekeeping Saturday Evening Post McCalls Woman's Home Companion Pictorial Review Red Book	358 200 93 79 44 12 12	American Ladies Home Journal Cosmopolitan Good Housekeeping True Story Woman's Home Companion True Romances McCalls Pictorial Review Red Book	155 133 89 81 73 70 64 52 39 36
	819		174

Third Choice		Fourth Choice
Ladies Home Journal Good Housekeeping Cosmopolitan American Woman's Home Companion McCalls Pictorial Review True Story Red Book	143 110 109 102 72 74 62 36 32	Pictorial Review 110 Woman's Home Companion 102 American 93 Good Housekeeping 92 Ladies Home Journal 92 Cosmopolitan 83 True Story 51 Red Book 40 True Romances 17
True Romances	29	McCalls 22

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Dairy Farmer



Market and Influence

Both can be secured through advertising in THE DAIRY FARMER.

The market is assured by more than the average net income per farm evenly distributed throughout the year.

The influence comes from your reaching the leaders of each community. As a salesman told us recently, "I always sell your type of subscriber first. Later sales come easy."

May we tell you more about this business-getting combination?

THE MEREDITH PUBLICATIONS

FIRE DARRY FARMER

BRITER HOMES AND GARDENS

E. T. MEREDITH, Postal

DES MOINES, IOWA

tion of a product in the columns of newspapers for any length of time. One can use contests of various kinds, break into conventions, and use many other devices to manufacture news in connection with a product; but the cost of that sort of thing is enormous. It is getting higher every year, and when the results are known, is just about prohibitive, as compared with the expense and certainty of advertising.

"Ordinarily, about three stories are the maximum number you can get by on any commercial proposition within an effective time limit. Just as soon as your subject gets familiar to news editors the novelty's gone, the news element fails to interest, and you're through. So the best you can do is to build on the impressions created by advertising. If you can get a well-advertised product into the news columns you can stimulate its sale; but you can't do it without the advertising background. As I understand it, repetition furnishes the greatest value of advertising, and you can't get repetition with free publicity-the smart editors won't let

THE PRESS AGENT'S WIDE FIELD

Another Washington expert, a member of a well-known publicity organization, was easily induced to discuss the cost and commercial value of free publicity. While he is undoubtedly as successful as the other, from a money-making standpoint, he considers his work less seriously, and frankly refers to himself as a press agent. He has been in the work for more than ten years, and laughingly declared that he would undertake to popularize with free publicity anything from a circus to a debutante, or from a baby food to a politician.

Evidently his success depends as much on the attractiveness of his manner and personality as on his ability to write good stories and sell the reading columns of magazines and newspapers. He mentioned several incidents of his experience as a star reporter on a metropolitan paper before he be-

came a press agent, and, after a delightful and friendly chat, showed by his attitude and frankness that he was sincerely eager to assist a fellow reporter, even at some personal sacrifice, to secure a worth-while fact article.

He remarked that the opposition of PRINTERS' INK to free publicity seemed strange to him when a number of advertising agencies are evidently finding it profitable to create and circulate a large volume of free publicity

for their clients.

"Yes," he continued, "for some time, several of the larger agencies have maintained free publicity bureaus, and another has just organized such a service. While they may consider their effort in this direction beneficial in securing accounts by forcing free publicity on the newspapers which carry the advertising they place, the service is prompted by a short-sighted policy. The advertising agencies are killing the game; they're increasing the cost of securing free publicity by making it much more difficult to get the stuff into print, and they're increasing the cost of advertising

by reducing its effectiveness.

"The legitimate press agent is successful because he furnishes the publications with news stories that are interesting and have the appearance, at least, of being genuine. That isn't the kind of stories the advertising agencies are putting out, and they can't put out many good stories for a simple reason. Their clients go to them for advertising, and they won't approve the so-called news matter unless it reads like advertising. Most of the papers which publish their stuff do so from an ulterior motive, and the reaction is unfavorable all around.

"The best example of the result is the automobile page of the average newspaper. For years the news columns of automobile pages have been filled with advertising agency free publicity. It isn't even interesting hokum. Ninety per cent of it is merely cheap 'bla-bla,' written primarily to flatter the advertiser, and is published by the papers because they

are getting, or hope to get, the

advertising.

"This sort of free publicity has sapped the life out of a lot of good automobile advertising. Several hundred times, in street cars, trains, clubs and hotels, I've watched people reading their newspapers, and nine times out of ten they pass up the automobile pages without even an interested glance. They've learned from experience that the page is deadly dull, and they read neither the free publicity stories nor the advertising."

The most astonishing information this press agent had to contribute was on the subject of re-sults. "Who wants to know anything about the results of free publicity?" he demanded. "I've publicity?" he demanded. been in this business a good many years, and I can't remember of ever hearing a client mention re-

sults.

"It's a strange thing," he continued, "but a client may be a careful business man and a large advertiser who selects every advertising medium on the basis of its proved pulling power for his product, and then spend a large sum annually on free publicity with never a thought as to the

actual business it produces.

"The truth is that he wants to believe that he's so successful and prominent as to be good news, or that his product is so important that the papers want to print stories about it. If a story about either, carefully written by his press agent, goes out under his own name it gives him a chance to pose as a writer and listen to the flattering comment of his friends. From every angle, he gets a lot of personal satisfaction out of free publicity, and, on the basis that it may be producing business on his product, usually charges the cost against his advertising appropriation. He cannot, with modesty, advertise his picture and biography; but he can secure free publicity without being charged with hating himself. And he furnishes a rather lucrative employment for a lot of fellows who know the newspaper game and who have the cleverness to

invent stuff about him that some of the newspapers and magazines

will print."

At this point, my friend the press agent produced a large bunch of proofs and clippings of publicity stories from a desk drawer, thumbed them over and threw out several for my inspection. One was a two-column layout presenting a halftone portrait of the subject, the president of a large manufacturing concern. The story, with the picture, occupied a space of about 180 lines, and told of a speech the man had made at a large convention. In one of the latter paragraphs inconspicuous mention was made of the man's position, his firm and its principal product.

ANOTHER CASE OF POOR RESULTS

Although the story was well written in excellent newspaper style, it was obvious that it had no advertising value. However, I was interested in having the press agent's opinion on this point, and

to learn something about the cost.
"Results again?" he returned to my questions, smiling. "Why, the advertiser was highly pleased, and wrote us a nice letter enclosing the company's check for our service. We sent that story, in mats and plates, to about 500 newspapers in towns of from 5,000 to 100,000 population, and approxi-mately 100 newspapers printed it. Our charge for the service was \$400."

"Do you think the story sold any of the product mentioned?" I asked. "No," he replied, "I do not

think so. The story doesn't tell anything about the product. How-ever, it may have been of value in reminding a few people to buy the product, after they had been practically sold by the company's advertising."

"How does the cost of the story compare with the price of the space it occupied, figured according to the advertising rates of the

papers?"

"Well, we didn't check up on that particular story; but we have compared the costs of a great many, and in almost every instance



The Big Stores:

HEY know the newspapers that produce the best results; they have reduced advertising to a sciencel They have taken all the guesswork out of it! Every dollar they spend in advertising is expected to create from \$30 to \$40 in sales within twenty-four hours.

Perhaps that explains why during February eleven of the city's largest stores used 88,000 more lines in THE WORLD and THE EVENING WORLD than they used during the corresponding month last year:

		ines Gaine
B. Altman & Co	0 .	15,280
Arnold, Constable & Co		3,880
Bloomingdale's		4,462
Bonwit Teller & Co		2,560
Gimbel Brothers		10,945
Hearn		3,040
Lord & Taylor		3,515
Oppenheim, Collins & Co.		4,285
Saks-Herald Square		29,491
Stern Brothers		6,510
Worth		4,245
· Total		88.213

By using the all-day service of THE WORLD GROUP, these far-sighted merchants buy 650,000 circulation covering the most alert and responsive homes of Greater New York. In THE WORLD they buy the only outstanding 3-cent quality circulation of the morning field.



MALLERS BUILDING CHICAGO SECURITIES BUILDING PULITZER BUILDING NEW YORK

GENERAL MOTORS BUILDING DETROIT

SAN FRANCISCO

CHANCERY BUILDING TITLE INSURANCE BUILDING LOS ANGULES

the advertiser could have bought the space and saved money."

The proofs and clippings ranged in size all the way from about 150 lines to a newspaper half page. The stories mentioned hotels, resorts, associations, men and women, and a half dozen manufactured products. Their author explained that the most popular with the newspapers was the brief, illustrated story, and that the chances for publication diminished as the sace increased.

as the space increased.

"Usually," he said, "we send our general run of stuff to a list of about 500 papers. The best record we have made was on a short, illustrated personality story which 175 of the papers published. The average is about 110 acceptances from the list of 500. For a quarter-page illustrated story from twenty-five to forty acceptances would be excellent.

"Practically everything we send out is illustrated. Cuts increase the expense, but they are attractive to the small papers, and it is the smaller papers which fall most readily for good free publicity material. And the purpose of our average client is to get his stuff into print; he doesn't appear to give a thought, as a rule, to the size of the papers or the towns in which his publicity appears."

During his discussion, this press agent made plain his conviction that a large part of his work is legitimate and that it supplies a need; but to sum up his opinions and judgment as to the real value of free publicity in the promotion of manufactured products, I asked him this question:

"If you were a large manufacturer, with an advertising appropriation of, say, \$500,000 a year, what part of it would you spend for free publicity?"

"I wouldn't spend any of it," he replied promptly. "Free publicity is too costly. It's prohibitive when it comes to selling a manufactured product. But if I were a large and successful manufacturer I might buy a few thousand dollars' worth of free publicity a year just to increase my standing with my family, friends, salesmen, employees, lawyers and bankers.

And if I were the wealthy husband of a socially ambitious woman, or an actor, a politician, a spectacular preacher, a stock promoter, a quack doctor, a—"
"But in that event," I interrupt-

"But in that event," I interrupted, "you wouldn't charge up the expense to advertising; would you?"

"No, indeed; for free publicity isn't advertising in a strict sense. I'd pay for it personally. Or, in the event of my paying money for publicity regarding the novel entertainment of my salesmen at their annual convention, or the gorgeous ball or other show I gave my employees, just to let the boys and girls know what a celebrated man they were working for and how prominent was the company, I'd charge up the cost to the sales organization or to general expense."

"Then," I replied, "it is your honest conviction, arrived at through long experience, that the selling power of so-called free publicity, as compared with that of advertising, is practically valueless."

"Precisely!"

Asks Dealers to Try Yuban Coffee Themselves

"Use it yourself" copy is being used by Arbuckle Bros., New York, in business-paper advertising of Yuban coffee to the grocery trade. "Try Yuban yourself!" suggests the headline used. The text continues, "Know why it is the favorite coffee of New York and Chicago."

Buys Hopkins, Minn., Newspaper

Wentworth F. Chapman has purchased the Hennepin County Enterprise, Hopkins, Minn. For the last eleven years he has been manager of the Improvement Bulletin, Minneapolis. In 1921 he organized Chapman Publications, Inc., which publishes the Canby, Minn., News.

F. M. Sutton, Jr., Joins J. D. Boyle Agency

Francis M. Sutton, Jr., until recently secretary and treasurer of Wylie & Sutton, Inc., New York advertising agency, has joined the staff of John D. Boyle, Inc., advertising agency, also of New York.

COMPARE

The circulation

Of the

American Weekly Magazine

With any other

Medium in the world!

Compare the rate!

Compare the page size!

The pull Is beyond comparison!



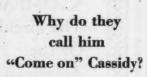
1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American

Chicago—Herald and Examiner Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record Baltimorea—America t—American Baltimore—American Times San Antonio—Light Milwaukee—Sunday Sentinel & Telegram

"If you want to see the color of their money - use 'color'." A.J.A







How Mars Cassidy starts them

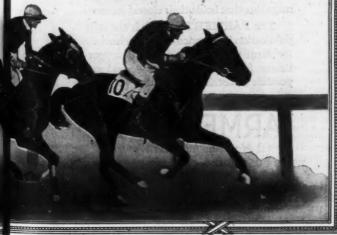
by W. O. McGeehan

Another feature for men in the largest magazine for men

in March issue

The Elks
Magazine

850,000 Identified Circulation



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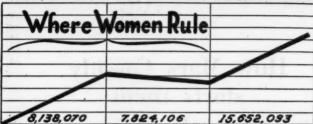
and

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Under 10 Years-10 to 20 Years-21 Years & Over



"Seek the Woman"

Women the world over decide the purchases for minor children. There are 8,138,070 farm children under 10 years and 7,824,106 from 10 to 20 years.

Ask yourself how much is spent on the average child in your city. Multiply this by 15 million and you have the juvenile farm market.

These sales must be made through farm women. The most effective way to reach these women is through the magazine that holds their closest interest.

The FARMER'S WIFE is the only publication in America edited exclusively for farm women. It offers the opportunity for a type of sales appeal not possible to obtain in any other way.

FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
St. Paul. Minnesota

Western Representatives
Standard Farm Papers, Inc.
1109 Transportation Bldg.
Chicago, Illinois



Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Members Audit Bureau of Circulation

Can Department Stores Compete with Furniture Manufacturers?

Manufacturers Consider a Recent Development in Department Store Advertising

By Charles G. Muller

HE John Wanamaker depart-THE John wandhaman and ment stores at New York and Philadelphia raised several interesting questions when they used a double-page spread in a national weekly in January to tell about the February furniture sale of these

Immediately, many consumers wondered what on earth Wanamaker was doing in such a medium. Would other sales be thus advertised? Were other stores go-

ing to do it?

furniture manufacturers, there was the question whether this marked a first step by retail stores to take national advertising into their own hands in an attempt to dominate the industry.

The best way to answer the consumer question is to find out the relation of this special advertisement to the stores' general February sale campaign. Furniture manufacturers themselves can give the best answer to their question.

Says Wanamaker, "Thirty-four years ago I originated the February Sale." Furniture men were quick to adopt it and took up the idea so wholeheartedly that competition today is five times as keen as ten years ago, with the result that February sales admit-tedly are losing their power. Therefore, Wanamaker this

year set out to hold a February sale that would make people take notice. Besides the regular features of these mid-season events, such as special price reductions, wide advertising and special pay-ment plans, this "February" sale was to break all starting records and open January 10!

Direct-by-mail advertising came first in the form of a twenty-two by thirty-four-inch folder with pictures and prices on one side showing some of the furniture offered. On the other side was a reproduction of the double-page advertisement that would appear

later. These folders went to se-lected lists of furniture customers. Then, on January 9, the daily newspapers took up the advertising burden, carrying daily notices but with only the price range and with no cuts. For two or three weeks after the opening, prices and pictures were used, although copy

still dominated.

While all this was going on, special touches set off the sale. The "Little Home That Budget Built," a feature of furniture service, was played up, and other direct-mail folders asked prospects to "See How to Save," at two big events, the first, a demonstration and the second, a fashion show that ended with 1,500 visitors going through the budget house.

The New York store kept open evenings and offered roast beef and chicken suppers at moderate prices to customers who went to shop direct from work. There was an "Eclipse Breakfast" with pancakes and trimmings and a telescope through which to observe the eclipse. All these specialties show how completely Wanamaker went into this \$4,000,000 furniture Then the national advertisement came out on January 24.

On the face of it, this advertising was plainly and simply part of a big campaign to sell a huge quantity of furniture within Wanamaker's own field. It supplemented direct mail, newspaper and feature publicity. It let distant customers and prospective cus-tomers living in all parts of the country know about this partic-

ular sale.
It is impossible to get an exact check on the effect of this piece of national publicity, and Wana-maker is not ready to say whether

or not he will go into national mediums for future furniture sales. And with Advertising Manager Joseph Appel celebrating his twenty-fifth year with the store by taking a trip around the world, we can safely infer that there is no comprehensive plan for the immediate future.

So the answer to our consumer questions about this advertisement indicating future national advertising for furniture sales is, this is simply an experiment that may or may not lead to regular use of other such mediums.

And because all of Wanamaker's effort was centred on putting over the February sale and as the advertisement did not reappear, it is evident that the furniture retailer did not mean this to mark a first step to dominate national furniture advertising. It was clearly a part of the sale campaign and not part of a continuous national effort.

What is the opinion of the fur-

niture manufacturer?

Walter H. Fulton, sales and advertising manager of Berkey & Gay Furniture Company at Grand Rapids, speaking informally to PRINTERS' INK for E. A. Wallace, president of the company, held that the Wanamaker national advertising was not antagonistic to manufacturers. He said:

"As a matter of fact, I think it's a fine thing for manufacturers when department stores feature furniture. It helps create a general demand which both

"What Wanamaker did in adthe biggest stores could possibly afford to do. I can't see in it more than an effort to interest people all over the United States not only in the sale but in the entire store. I don't see how such advertising

can conflict in any way with man-ufacturers' advertising."

Charles J. Kindel, president of the Foote-Reynolds Company, held that: "Wanamaker's step into the national field need not alarm the manufacturer at all. I don't think it indicates any tendency on the retailer's part to usurp the manufacturers' power. While there is a slight chance that large retail stores and syndicates might reach a position through national advertising where they might dictate terms and prices, such a possibility is so slight that manufacturers can disregard it entirely, I think.

"In my opinion, if furniture manufacturers will continue to advertise nationally not only as individuals but as an industry, they need never fear that department stores, no matter how large, will ever be able to dictate to them, for the public will know furniture by industry trade-marks and not by retailers' names."

A CHANCE TO CO-OPERATE

F. Stuart Foote, general manager and treasurer of the Imperial Furniture Company and president of the Grand Rapids Chair Company, pointed out how department stores and stores in a syndicate or chain across the country could profitably co-operate with manufacturers in national advertising.

"I don't think department stores have any thought of competing with manufacturers to dominate the field so that, for instance, the public would come to know furniture as Wanamaker furniture instead of Imperial or Berkey & Gay or Karpen or Simmons.

What I do think, however, is that department or chain store and manufacturer can work together, the store or chain taking advantage of the national trade-mark of the manufacturer and playing it up prominently in national advertising," Mr. Foote declared.

"Let me give you an example of how it can be done. Some time ago the head of a syndicate of fourteen department stores called me to a general meeting where he outlined a new plan he wanted his

stores to adopt.

"'You know that mahogany has been widely advertised by the Mahogany Association, he began. 'And you know that Grand Rapids furniture has been long before the public and has a definite place in public appreciation. You know, too, that Imperial tables have

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IT Pays

to thicken the attack where the customers are concentrated.

Buy an extra series of announcements to be handed just to business men.

NATIONS BUSINESS

Washington

175,000 Circulation (Member ABC)

a special place in public consciousness. Well, I want our syndicate to take advantage of the advertising already done by these three groups.

"I want to do some advertising that will allow us to cash in on all the good-will built up separately by these groups,' he explained to his managers. 'I want to tell our customers in all our cities that we carry mahogany tables—made in Grand Rapids—by the Imperial Furniture Company. I want to make full use of the prestige already built up by national advertising for mahogany, Grand Rapids and Imperial, to sell furniture for our stores.'

"That, I think, is how department stores can best go into national advertising," Mr. Foote pointed out. "If they're big enough in themselves to draw customers from all parts of the country as Wanamaker does, they can profitably advertise by taking advantage of trade and community names. If they're part of a syndicate, they can share the syndicate's national advertising, and thus each store can individually cash in on the combined national advertising of wood associations, of manufac-turing centres and of prominent manufacturers.

"Why should retail stores try to usurp the advertising field of furniture manufacturers when they can co-operate and capitalize on the manufacturers' advertising? Although Wanamaker didn't attempt to capitalize on any furniture advertising by other groups, it doesn't mean to me that Wanamaker intends to compete with them. There's no need for competition between department stores and manufacturers, and would be no point for department stores, even if they thought they could do it, of trying to dictate furniture terms and control prices through dominance in national advertising, because the manufacturer today is making furniture at the lowest possible competitive prices and retailers are getting the full benefit of it.

"The way for department stores to go into a larger field is to take advantage of trade names and trade-marks already advertised and sold to the consumers. Retail advertising can be done successfully that way."

fully that way."

As Mr. Foote points out, there is plenty of room for everyone. Each has his own range, and where ranges overlap the advertising force is doubled or trebled.

Bank Features Nurmi in Timely Copy

The East Cambridge Savings Bank, Cambridge, Mass., recently appealed to depositors, through a newspaper advertisement, to adopt the methods of the famous Finnish runner, Pasvo Nurmi, and "be a sure success in the great race of life." The advertisement reads: "Persistence! Steady plugging! That's what has made Nurmi the world's greatest runner. Start a savings account with us and add to it regularly. Keep at it. Let nothing hinder! And you, too, will be a sure winner, in the great race of life."

D. L. Smith with Bruce Morgan Agency

Dudley Lytton Smith, formerly advertising manager of Mandel Brothers, Chicago, and more recently with Charles Daniel Frey, Advertising, of that city, has returned to The Bruce Morgan Company, Chicago advertising agency, with which he was previously associated. He will be in charge of copy.

Form Real Estate Advertising Business

George B. Ricaby, head of two real estate organizations bearing his name at Buffalo, N. Y., and Toledo, Ohio, has formed George B. Ricaby, Inc., at the latter city, for advertising, selling, and financing real estate. Karl W. Kessler, Toledo advertising agent, is executive vice-president of the new corporation.

Appointed Sales Manager of American Autoparts

R. G. Bradley has been appointed sales manager of the American Autoparts Company, Detroit. He has been sales engineer of the company for the last five years. He succeeds W. P. Culver.

Portland Agency Appoints C. L. Thompson

C. L. Thompson has been appointed manager of an industrial research division which has been started by the Hall & Emory Agency, Inc., Portland, Oreg. He was formerly with the Robert Gair Company, Brooklyn, N. Y.

Over 36,000 Women Bought Journal-Post Patterns in 1924

Merchants in Kansas and Missouri sold them materials, trimmings and accessories,

DAILY on the woman's page of the Kansas City Post, a New York pattern is shown, illustrated and described. Suggestions as to the choice of materials are also given.

During 1924 the women of the Journal-Post reader family bought 36,998 of these patterns, at 15c each, mostly by mail. Substantial proof that these women are thrifty, industrious, fond of good clothes, responsive to the news and advertising published in the Journal-Post, and, above all, that they have CONFIDENCE in the newspaper.

Consistent advertising will gain their confidence and patronage. Make these women your customers.

Sell them dress goods, materials, accessories, trimmings, thread, sewing machines—dress-making supplies. They like luxuries; they have need for necessities.

Kansas City Journal-Post

MERCHANDISING COOPERATION

VERREE & CONKLIN

New York

Chicago

Kansas City

Detroit

San Francisco

Don't Make TwoB

To split a newspaper advertising schedule into two, three or four parts when one newspaper can carry the message at a fraction of the cost to the entire audience you desire to reach, is worse than making two bites of a cherry.

There's the Cincinnati market for example,-141,000 families living within the city circulation area of the local newspapers. Both Cincinnati morning newspapers and the second evening paper reach some of these families. But the Times-Star with a local circulation of 134,173 copies goes into every native, white household in this community six days every week. Its remaining 21,000 circulation is extra.

There was a time when most of the local advertisers in Cincinnati split their schedule more or less evenly among the Cincinnati

CINCINNATIT

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

ager

OBites of a Cherry

newspapers. There was a time when national advertisers in this market made two, three or four bites of their advertising cherries. But this condition is changing fast.

In 1924, with a total of 12,026,469 lines of display advertising the Times-Star showed a net gain of 316,077 lines over the preceding year. The three other Cincinnati newspapers showed a net loss of 1,242,430 lines from the 1923 record.

Of all the Cincinnati newspapers the Times-Star alone made a consistent, uniform increase in local and in national display advertising, day by day. This increase in very considerable degree was the result of the efforts of many advertisers to concentrate in one thoroughly efficient medium. Nearly two hundred national advertisers are using the Times-Star exclusively in this market.

ITIMES-STAR

Member of Audit Bureau of Circulations

Advertising which is divorced from sales activity invariably suffers from non-support.

McJunkin Advertising Company

Dominant Idea Advertising Outdoor • Newspaper • Magazine 5 South Wabash Avenue, Chicago The

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New Outfits for Shabby Testimonial Ideas

The Central National Bank, Oakland, Calif., Devises a Novel Method of Using the Indirect Testimonial

THE Methuselah of advertising -such is the testimonial. But decrepit? Far from it. In fact, the testimonial bears its years well. All it needs, frequently, is a new outfit to replace its shabby clothes and it is ready to uphold its end of the advertising burden.

This is exactly what the Central National Bank, Oakland, Calif., has done. A current campaign appearing in local newspapers shows how the ancient testimonial

can be given renewed vitality.

The basic idea is really pleasurably simple. The Central Na-tional Bank, instead of quoting from complimentary letters, has chosen to employ reproductions of the checks used by its well-known industrial depositors, accompanied by an explanation of the business of each customer so featured.

One piece of copy refers to the Pacific Coast Shredded Wheat Company. There are two illustrations. One pictures a carton There are two illusof shredded wheat biscuits. Directly below it is a reproduction of the check used by the organization. Underneath the two illustrations is the following text:

The Pacific Coast Shredded Wheat Company was one of the first great concerns to recognize the industrial and distributing advantages of the East Bay District.

Today, money from every jobbing centre in the eleven Pacific Coast States comes into Oakland in return for the breakfast food manufactured by this

breakfast food manufactured by this company.

The Western rancher, the working man and the working girl, the business man and Oakland as a whole, profit as this money gathered from afar is paid out by the Pacific Coast Shredded Wheat Company for the wheat, labor and equipment that it requires.

Modern commercial banking plays an important part in such widespread business activities. And the facilities which the Central National Bank has built up in the service of this and other local industrial leaders are available to all deserving concerns and individuals in the Oakland Metropolitan District.

That is all there is to the ideabut see how many advantages it

has. The first, and most important, is that this variation of the testimonial plan is about as new as anything under the sun can possibly be.

A second advantage is that the testimonials are made to order.



CENTRAL NATIONAL BANK The either and largest bank to All represents of the Tenning Dipute

CENTRAL SAVINGS BANK

OBSERVE HOW MODERN THE TESTIMONIAL APPEARS WHEN DRESSED IN NEW GARB

They are indirect compliments, but not a whit less effective, nevertheless. A third advantage is that customers receive publicity of a kind to which not one in a thousand, probably, will ever take exception.

The testimonial, as an advertising device, is far from ready to give up the ghost. Dress it in a new outfit and it may surprise you pleasantly with the antics it will kick up.

Avoid Complications When Buying Copyrighted Material

Advertisers Can Save Themselves Expense, Annoyance and Possible Litigation by Exercising Care

Washington Bureau of Printers' Ink OURING the last few years a growing demand has developed for copyrighted photographs of celebrated people and important events, as well as for published articles and statements for reprint. Because the laws and customs governing the purchase and use of such copyrighted material are not generally understood, there have been many conflicts and misunderstandings over the rights of the purchaser.

For instance, not long ago, the publisher of a trade magazine bought a photograph of a prominent Government official from one of the national photographic services. The photograph was reproduced in the publication, and the photographer's fee paid. Several weeks later, the publisher used the photograph again in another issue, and was very much surprised when the photographer insisted on a second payment of The publisher contended the fee. that he had paid for the right to use the photograph at any time and as many times as he found to his advantage.

This problem was submitted to an official of the Copyright Office at the Library of Congress, where the photograph in question had been copyrighted. While the official was careful to explain that his office could not, under any circumstances, give out any opinions or advice concerning the legality of any sale or purchase of copyright, he was willing to discuss, informally, the salient phases of the subject.

He pointed out that the owner's property right is established when material of the kind is published with the copyright notice. istration in the Copyright Office gives certain legal privileges for protection, and furnishes recognized evidence of the ownership.

In permitting the use of the copyrighted material, the owner usually sells or gives (1) the right to reproduce the material at a stated time only; (2) the right to use it at any time during the life of the copyright; or (3) the exclusive right to use it for a stipulated time.

It is obvious that in the experimentioned, the publisher thought that he had purchased the use right to the photograph throughout the life of the copyright, while the photographer considered that he had sold only the privilege of reproducing it in one issue of the publication. Inasmuch as there was no previous understanding on this point, customary practices governing mat-ters of this sort would rule, and the managing editor of a Washington newspaper has informed the writer that all copyrighted photographs from the various services, after being paid for and used, are filed for possible future use and that no further fee is ever paid.

However, the incident is of value in emphasizing a point clearly stated in the copyright act: "That the copyright is distinct from the property in the material object copyrighted, and the sale or conveyance, by gift or otherwise, of the material object shall not of itself constitute a transfer of the copyright, nor shall the assignment of the copyright constitute a transfer of the title of the material object." Hence the purchase of a copyrighted photograph or article does not carry with it any rights that are not agreed upon between the owner

and the purchaser.

Advertisers, in buying or acquiring permission to use copy-righted material can save themselves expense, annoyance and possible litigation by defining in their correspondence, and having

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The New Orleans Field Has Changed

February Net Circulation

A FTER deducting an average of 5,594 sample copies distributed week-days, and an average of 8,358 sample copies distributed Sundays during February for circulation development purposes; after eliminating all leftovers, spoiled and returns, the net circulation of The Item-Tribune publications was:

The Morning Tribune

The New Orleans Item

**(Item Figures for Saturday Afternoon Excluded. Two Regular Item Editions Are Suspended Saturdays Because of the Early Sunday Item-Tribune.)

Tribune-Item Combined

The Sunday Item-Tribune

Total circulation average...... 92,743
CITY circulation average..... 55,360

"Cover New Orleans at one Cost"

JAMES M. THOMSON Publisher

A. G. NEWMYER Associate Publisher

National Advertising Representatives JOHN BUDD COMPANY Chicago St. Louis San Francisco

New York Los Angeles Atlanta Seattle a clear understanding between themselves and the owners of the copyrights regarding the elements of time, placing and repetition which are likely to result from their use of the material.

An Analysis of Plans for Taking Salesmen Down a Peg

THE ESTATE STOVE COMPANY HAMILTON, OHIO, Feb. 18, 1925.

Editor of PRINTERS' INK:

I make it a point to read every issue of PRINTERS' INK and PRINTERS' INK MONTHLY, but sometimes I get a trifle behind my schedule.

behind my schedule. I was just reading your issue of January 29, and noticed E. M. Paget's comments on Mr. Williams' letter published on December 4 under the title of "Taking the Star Salesman Down a Peg." Although this article is about three weeks old, I am going to take advantage of Mr. Paget's invitation for comments on his letter.

No two men would write a letter exactly alike, but if I were to copy one of the two letters submitted. I would prefer Mr. Williams'. Mr. Paget's letter is a splendid example of a courteous, diplomatic letter, but it entirely fails to accomplish the purpose assigned to Mr. Williams' letter—namely, "Taking the Star Salesman Down a Peg." ly, Peg."

ly, "Taking the Star Satesman a Peg."

Take a man who has been going along swimmingly for some little time, considering that his work has been perfectly satisfactory, and it needs something rather drastic to make him realize that he has not been doing all that he should do. Mr. Williams' letter does just this. It jars the reader out of the attitude of self-sufficient complacency, and shows him concretely where his work is open to improvement.

Mr. Paget's letter would strike the average salesman as a general inspirational letter, one which might be sent to all the salesmen on the staff. Mr. Williams' letter is concrete and definite,

pertaining unmistakably to the one man. Mr. Paget merely states "We know you have some dandy accounts, but think of what would happen if some competitor took these accounts away from us." took these accounts away from us." Competition is recognized by every salesman, and he feels that he has the jump on competition with his accounts. This statement would probably be entirely inadequate to rouse the average self-satisfied man, but Mr. Williams definitely shows his man that there is no real cause for self-satisfaction.

The story of the salesman in question

The story of the salesman in question of Frank Bacon are really not suffiand Frank Bacon are really not sufficiently parallel to make the example a very appropriate one. Frank Bacon struggled for years against failure. Mr. Jackson, the salesman, had met what he considered success. Mr. Paget's example would be more appropriate if given to a man who had been struggling an unrequietly structure. in an unproductive territory without re-sults, and seemed about to become dis-

couraged and give up.

Mr. Paget's implied criticism of Mr.

Williams' letter is that the letter is apt

to be too drastic. Perhaps it may step on the finer sensibilities of the star, but often this is the only way of arousing the man out of his lethargic self-satisfaction. As Mr. Williams says, if the man is big enough, he will admit that he has this letter coming to him as soon as he has had time to thoroughly digest it, and let the first shock wear off.

I firmly believe that, when a man needs arousing, a firm jolt is the only thing that will do it. The suave, general, diplomatic letter, which might be written to any one of a number of men, will not bring about the desired results.

THE ESTATE STOVE COMPANY, WILFRED KEAN, Assistant Sales Manager.

How Salt Lake City Will Advertise

The 1925 advertising of Salt Lake City which is conducted by the Salt Lake City Chamber of Commerce-Commercial Club will again be handled by the L. S. Gillham Company, advertising agency of that city. Of the \$75,000 advertising fund raised last November, the following approximate expenditures are planned: are planned:

About \$34,000 will be spent for news About \$34,000 will be spent for newspaper and magazine space, of which rotogravure space on Sundays in ten metropolitan newspapers will cost \$9,496; daily black and white insertions in sixteen newspapers will cost \$11,513, and magazine advertising in April, May and June, will cost \$8,750. About \$7,500 will be spent for booklets and folders.

The first supply of these booklets will consist of 50,000 on scenic attractions, 15,000 on mining, 15,000 on agricultural resources and livestock, 5,000 on industrial resources, and 10,000 statistical folders. About 100,000 reprints of rotogravure advertisements will be used

rotogravure advertisements will be used for display purposes. The copy appeal in most of the advertising will stress the stop-over privilege granted by the railroads.

Congoleum Canada Ltd. Advances P. A. Bridgman

P. A. Bridgman, who has been general manager of Congoleum Canada Limited, Montreal, Gold Seal rugs and floor coverings, has been appointed managing director of the company.

New Account for Shumway Agency

Joseph Breck & Sons, Boston, nurserymen, have appointed the Franklin P. Shumway Company, advertising agency of that city, to direct their advertising account.

Becomes Harold A. Holmes,

Inc. Harold A. Holmes has purchased the Agate Advertising Service, typographic service, Chicago, and has changed the firm name to Harold A. Holmes, Inc.

Information

at the finger-tips

We mean that literally, not figuratively. We have developed a method of delivering your message in booklet or catalogue form so that the information is always at the reader's finger-tips.

If you send out booklets or catalogs in sizable editions, write or phone us for details.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

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1924 was a "hard pull" year—an excellent period in which to test the strength (or weakness) of advertising mediums.

National advertisers who carefully deliberated on markets and media staked more than 8,000,000 lines on Cleveland newspapers in Northern Ohio.

Over 4,000,000 lines of this went to the Cleveland Plain Dealer ALONE.

These advertisers made no mistake!

The Cleveland and Northern Ohio- dium

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sed The Cleveland NEALER Alone!

Reader-acceptance of a great newspaper—one of the greatest in the country and by far the greatest in the prosperous Northern Ohio market was directly reflected by advertiseracceptance.

1586 national advertisers believe that the Plain Dealer has the BUYERS; they were responsible for 51% of the total national lineage in Cleveland newspapers in 1924 appearing in the Plain Dealer ALONE.

965 of these advertisers used no other Cleveland newspaper!

Clain Dealer
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New Location For Our Chicago Office

After April 1st our Chicago Office, under the management of Rhodes & Leisenring Co., will be located in enlarged quarters in the newly completed Bell Building at 308 North Michigan Boulevard.

This change is made in order that we may be more convenient to our agency friends, many of whom are moving to the north side.

(At this new stand advertisers may still buy The Household Journal at the old rates until the September issue.)

The Household Journal is a thirty-yearold publication circulating principally in
the villages and rural
districts of Illinois,
Indiana, Ohio, Michigan, Wisconsin,
Minnesota, Iowa,
Missouri, Kansas and
Nebraska and having
the Lowest Rate in
proportion to circulation of any paper
in its class!

700,000

ALL MAIL SUBSCRIBERS AT THE

\$2.60 an agate line

Beginning with the September 1925, issue, \$2.75 an agate line.

\$1450.00 a page

(680 Lines)

Beginning with the September, 1925, issue, \$1,550 a page, \$1,700 for back cover in colors. FORMS CLOSE PROMPTLY 5TH OF PRECEDING MONTH

HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr. Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office

A. H. Greener, Manager
116 W. 39th St.
Room 634

Seven-Line Sales Letters That Secured New Customers

Evidence Which Seems to Prove That a Series of Short Letters Is More Effective Than One or Two Long Ones

By Ed. Wolff

Manager of Advertising and Sales, David Adler & Sons Company

'HE solicitation letter should be just long enough to interest the prospect. Experiment seems to prove, however, that the mato accomplish their purpose. Like the much quoted salesman who talks himself out of the order, these lengthy solicitation letters fail through excess of argument.

With characteristic insight into human nature, and typical aptness in expression. Arthur Brisbane said in a recent editorial: "Tell your customer, 'I'm going to give you 5,000 reasons why you should buy this article,' and he'll immediately look around for a couch."

We all recognize that as true. But if it's true of vocal selling, it is equally true of selling by mail. The chief difference is that the personal salesman doesn't start out by telling you how long he's going to talk. In the case of the long letter the prospect doesn't have to look around for a couch. He uses the wastebasket.

Selling letters are sent to department heads, part of whose work is to buy. If they are not empowered to buy, it would be needless to send them the letters. If they are empowered to buy, they are getting personal and mail solicitation almost without cessation during business hours. The natural reaction is an impatience against further importuning to buy. Let us imagine an indi-

The buyer reaches his desk at 9 o'clock. A pile of letters remains from yesterday's mail, swered. Another pile ha Another pile has been brought in by his secretary for attention today, under the head of business — pending

The desk-book shows four appointments with salesmen, one

with the superintendent, one with a department manager. Two unexpected salesmen are already outside, with fat portfolios and confident smiles. The postman's first delivery for that morning is on his desk for attention.

The first item is a bill from his golf club. The next an excuse for late delivery of an article promised definitely for two weeks ago. The third is-telephone interrupts: another salesman wants appointment-the third item is a complaint from - the president steps in for a question or twocomplaint from a good customer about the poor shading of the last shipment. The next is-"Insurance agent outside to see you, sir" "Darn the insurance agent; tell him I'm dead"-next is your pageand-a-half letter about what you'd like to sell him. And he hasn't really started on his mail vet.

Now, what does that man do? Lock his office door, cock his feet up on the desk, and give your letter his undivided attention? Or does he hold it momentarily in his left finger and thumb while the right hand edges over toward the next letter in the pile, meanwhile skimming your opening paragraph with just enough attention to make sure that what you're saying is not, "Enclosed find check?"

The picture, if slightly over-drawn, still illustrates the human reaction of the man who gets the letter that you wrote with such

loving care.

Jim Corbett is credited with saying that a woman can knock out the strongest man with slap after slap, continuously repeated. Dripping water wears away a stone. Several rifle bullets bring down the elephant that a charge of buckshot would only infuriate. It was on this principle that a

clothing manufacturer tried out a new plan of letter-solicitation on an important prospect—the buyer for a chain of well-rated stores.

The advertising manager had noticed that the rare short letter which reached his desk usually left a distinct impression. He had determined to his satisfaction that, out of ten men asked to select any number from one to ten, seven will select the number seven. Combining these thoughts, he decided to send a series of letters to this prospect, each consisting of seven lines, divided into two paragraphs—three lines in one, four in the other.

Each letter concentrated on one feature of his house's product.

There was no recapitulating. It was assumed that each letter would so impress its message on the buyer's mind that the following pieces would recall them to his memory as they arrived.

Eight letters constituted the series. After the sixth had been received the buyer for the chain came into the house to see the line.

He had not as yet been approached by the salesman.

The fact that he placed an order is merely incidental. Whether he bought or not, the letters had accomplished their purpose when they inclined him to inspect the line.

Following this outcome, and beginning eight weeks before the salesmen started out on their trip, the same series was sent to every prospect on the house's list. Mailed a week apart, and timed to reach the addressee on Wednesday, they were expected to pave the way for the salesmen's personal calls.

What happened? Salesman after salesman reported that these buyers had said, "If your house's clothing is as good as its letters, you're all right." During that trip—while the industry was suffering the severest slump in its history — new accounts were opened in excess of 18 per cent of the number of accounts then on the books.

Again, it is immaterial whether the opening orders were large or small, or whether these new accounts bought in subsequent seasons. All that the letters could accomplish—getting the prospect ready to go to the sample room was achieved.

The number of new accounts so opened was equal to one out of every eight names on the prospect list

A stove founder in the same city is a neighbor of this advertising manager, who, as a personal courtesy, drew up a series of similar letters for stoves. Each letter contained seven lines, divided into two paragraphs. Each letter dwelt on one point of excellence regarding these stoves. The series contained six mailings.

On that trip his seven salesmen increased the number of customers from 230 to 362.

Once more the size of the orders and subsequent purchases are irrelevant. Those matters were up to the salesmen, the house and the product. All the letters could do, these had done.

The experiment of using sevenline letters in a series was then tried on a number of unrelated lines — hosiery, trunks, gloves, shoes, candy, office furniture. In every case it was reported as proving more successful than any other letter campaign from the same house.

The subject is of sufficient importance to justify a review of its principal developments. They are, first, a series of short letters in place of one (or more) long ones; second, each letter driving home just one point about the product; third, each letter to consist of seven lines divided into two paragraphs; fourth, mailings one week apart, timed to arrive on Wednesday.

Letters of such brevity allow only rare opportunities for proof or evidence. They consist of unsupported statements. The subjects limelighted are those dearest to the heart of the dealer—profits, prestige, growth, volume, quick sales, elimination of loss and expense.

When reply cards asking to have a salesman call have been enclosed, they have brought no more



Here Type Is Set By Heart

Ruskin wrote that a nation can not last as a money making mob. Nor can a business last merely as a money making machine. We're in Typography for gain, yes, but we'd be in it just the same, even though the rewards were lean and far between. We have discovered that in order to realize the ideal you must idealize the real; that to be pre-eminent in the doing of anything by hand your heart must go into it or life goes out of it, whether it be mural decoration upon walled space or advertising composition in white space.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs

314 East 23rd Street New York City

@ FNP-192

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ie, ie, iss to nthan the usual percentage of returns, in some cases; in others they have doubled and trebled these responses. Apparently this factor is controlled by the nature of the line, trade customs and other extraneous causes. But as a paver of the way for the salesman's call it appears to be a most successful discovery.

Is Such "Advertising" Worth the Money?

THE CROSLEY RADIO CORPORATION

CINCINNATI
Editor of PRINTERS' INK:
We believe that broadcasting can be we believe that broadcasting can be paid for entirely through the good-will accruing to that organization operating a broadcasting station which, in turn, renders a service that will foster good-will. Call it advertising if you like. To will. Call it advertising if you like. To be successful, this creation of good-will, however, must not bear the stigma of direct advertising. It must be done in a manner so subtle as not to be objectionable. I use the word "subtle" advisedly—not in the sense that it might imply of putting something over on the radio audience, but from the sense of intelligent care in the preparation and use of programs that would aration and use of programs that would not be objectionable.

aration and use or programs that would not be objectionable.

If a radio manufacturer, a newspaper, a soap manufacturer, or any other large advertiser, is willing to broadcast and render a service that will be appreciated in the form of good-will, I believe that other advertisers should be allowed to share the expense and obtain a share of the good-will created by such a broadcasting station. I believe that there will be developed a certain spirit of ethics controlled by public opinion, whereby the rights of the public will not be infringed upon, and at the same time the payment for the creation of good-will will support broadcasting. I give you an example: A year ago we were permitted to broadcast a concert of Miss Mabel Garrison. As a result we received several thousand letters from the most appreciative people who enter the most appreciative people who enter the control of th the most appreciative people who en-joyed that program. The good-will ac-cruing from a program of that caliber very great.

was very great.

Had some national advertiser such as The Procter & Gamble Company, of Cincinnati, provided this entertainment by paying the artists, the good-will accruing to that advertiser through an announcement that the program was rendered through courtesy of The Procter & Gamble Company would not have been less. The fact that the advertiser had furnished the program would have been greatly appreciated, and the good-will accruing would have been well earned and deserved. On the other hand, I realize full well that it would not build good-will to permit a department store to announce that at a certain rime, on a certain date, therewould be a special sale of a certain article in that store. The public would

object very strenuously to any such form of direct advertising. At the same time, in connection with the concert of Miss Mabel Garrison, or some other such artist, if an attempt were made to tell the merits of Ivory soap, it would immediately become objectionable and

would no longer create good-will.

I believe that these two examples will make clear the difference between indirect and direct advertising by radio. ndirect and direct advertising by radio, Please understand that I do not advocate the present conglomeration of good, bad and indifferent broadcasting stations that clutter the air every night.

good, bad and indifferent broadcasting stations that clutter the air every night. This, however, will be controlled by that fundamental law—"The survival of the fittest." Eventually radio will boil itself down to a few first-class broadcasting stations. A second-rate station cannot create good-will for anyone.

I do not regard the comparatively limited use of broadcasting stations for the building of good-will for advertisers who share in the cost of maintenance of such stations, as a serious menace to advertising through the medium of printers' ink. I hope that your magazine will not become so partisan in this matter as to lose sight of the broad picture. Take ourselves, for example, in maintaining one of the largest and in maintaining one of the largest and most medern broadcasting plants in the

most medern broadcasting plants in the country—its total operating expense is only a fraction of the amount that we are spending for printers' ink.

It would hardly be in keeping with the dignity of our great magazines and newspapers for them to fear and fight broadcasting for the small amount of revenue that might possibly be expended in broadcasting through the fear that it might be diverted from

THE CROSLEY RADIO CORPORATION,
Powel Crosley, Jr.,
President.

Start Chicago Advertising Business

Morris I. Pickus and Edward H. Morris I. Pickus and Edward r. Weiss have started an advertising business at Chicago under the name of Pickus-Weiss. Mr. Pickus was formerly in advertising work in the paint, hardware and food products industries while Mr. Weiss has been in the lamp

Spring Campaign for Redimade Houses

Newspapers of the Pacific Northwest will be used in a spring campaign by the Redimade Building Company, Port-land, Oreg., on its sectional houses, garages, and mountain cabins. The McCandlies Company, Portland advertis-ing agency, is directing this campaign.

Joins Cecil, Barreto & Cecil

joined Cecil. Sydney S. Ager, has joined Cecil, Barreto & Cecil, Inc., Richmond, Va., advertising agency, as manager of the New York office. He was formerly with Architecture, New York.



Manufacturers of foods and of household tools and equipment say I'm a "wiz" at selling—

While the women who do the buying for more than 600,000 homes say I'm a "wiz" at saving them money.

You see, every one of these more than 600,000 Modern Priscilla enthusiasts knows it's money in her bank book to buy things that are sure to give satisfaction—

And they know every article I sell—every article whose advertisement in *Modern Priscilla* is marked with this emblem — has been tested and approved by an engineer, or chemist, as well as by expert, critical housekeepers.

Why don't you write to headquarters to see about signing me on? There's no charge for my services, and I have a following that will be worth money to you.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

February Averages—
DAILY, net paid

833,290

(The largest daily circulation in An

SUNDAY, net paid 1,069,478



Have your end TELL to To Swomey You should. Write for the terms on your Dusiness letter head

VERY Opring for the last Spring since its start News Ad-Buy News now on a rising

THE NEWS

Yorks Pi**cture** New**spaper**

25 Park Place, New York 7 S. Dearborn Street, Chicago

Children are the teachers of today

Children today are no longer "to be seen and not heard." They have very definite opinions about what they want—how they want it—and when. Also—they get it.

"Child Life" offers you the means of taking advantage of this great force. It is a magazine especially designed to go into the homes that want and can afford the best. Editorially, it is planned to entertain children and awaken their interests. In its pages of stories, features, articles, games, contests and pictures, mothers find a definite help. Only the work of nationally known authors and artists, of experts in child education and psychology, finds its way into "Child Life."

That this editorial policy is right, is proved by the fact that in a few years the circulation of "Child Life" has become the largest in its field. Scarcely a town of 2500 but is represented in our subscription list.

Hundreds upon hundreds of letters tell us that mothers are learning more and more to rely upon the advertising in "Child Life" as a guide in buying for their children and their homes!

Write us for information, figures, rates and a copy of "Child Life."



CHILD LIFE

The Children's Own Magazine

536 S. Clark Street

Chicago

RAND MCNALLY & COMPANY
Publishers

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"Use of the Product" as an Industrial Theme

Industrial Advertisements That Show the Product in Actual Service on a Customer's Premises

By Walter T. Dorr

THE general advertiser has to take his reader as he finds him, or even has to seize upon and make a reader out of one who is merely skimming the advertising pages. But the industrial advertiser can afford in most cases to pre-suppose a little better average of aquaintance with and interest in what he has to offer. No manufacturer or engineer reads his trade or professional journal merely for entertainment, and if he reads or looks at the advertising pages at all—and he does, as a rule, very closely—he has a definite reason in his own mind for doing so. He is looking for you, often, as much as you are looking for him.

High art merely gets in his This doesn't mean that an industrial advertisement need be ugly or clumsy in layout or wording, but that simplicity and directness come first. If you are advertising, for example, a locomotive crane, the only reader you care about is the man who either already feels the need of a locomotive crane, or can be made to feel the need of it. Now Sargent himself could hardly make a locomotive crane beautiful; but your reader is not looking for beauty. He is looking for locomotive cranes. Better show him one, and tell him what he wants to know about it, with the least possible loss of time.

But that is only the beginning of it. You can tell your locomotive crane story undramatically, or you can tell it dramatically. The second way is the right way. And your drama must be of the kind that appeals directly to your reader; that sounds genuine to him, and is set in the kind of scene that he knows.

What is this getting at? Run over the advertising pages of any

ago

technical publication. What do you find? Every now and then an advertisement fairly jumps out of the page at you. It is no more artistic in illustration or layout; it is no more skilfully worded. But there is something about it that commands attention. What is it?

A little study is apt to show you that it is the fact that the advertiser, instead of thinking first about his product, or his organization and its strength and excellence, has started by doing some thinking about the prospective customer whose attention he wants to capture, and about the things that interest that gentleman. And so thinking, it hasn't been hard for him to grasp the great truth, that the prospective customer is most interested in his own business.

Start, then, not with your own business—your own factory, your own organization, or even your own product—but with the customer's business, and bring in your product and its story in the scene your customer knows best.

Suppose, for example, that you yourself were a manufacturer using heat processes rather extensively. Suppose that in looking over your favorite trade journal, after glancing at and passing by a score of advertisements of industrial ovens or furnaces, each of which merely shows you a wash drawing or a photograph of the oven and the manufacturer's statement that it is a good one, you come upon a scene in the plant of one of your competitors, or in a plant in which, as you know, they use processes very similar to your own.

Aren't you apt to stop and look that advertisement over pretty carefully, and indeed it through before you pass on? And isn't the information it con-

tains likely to stick in your memory against the next time a salesman of the advertising firm

calls upon you?

The Westinghouse Electric & Manufacturing Company, in advertising its ovens for baking armatures and similar The processes, does just this. illustration is an actual photograph of part of the shop interior of one of the company's customers, showing the Westinghouse oven in use and a workman about to put an armature into it. And the copy drives home the selling value of the testimonial implied.

Here, you see, the advertiser hasn't been content with merely doing a little bragging about his product. He has dramatized it by showing it in action, and in a plant whose problems are similar to your own. He may not have sold you just by that one advertisement—very few purely industrial products are ever sold by advertising alone—but the chances are he has made an impression that will be valuable to him when his salesman comes to

call

In contrast with this I saw an advertisement published by a brass company, recently. that neither more nor less than bragging. That was all. It took half a page to show a picture of the interior of the company's own foundry, with several sentences of copy the purport of which was that this was the finest brass "What foundry in the country. "What of it?" the brass buyer might "I'm not interested in the ask. kind of foundry my brass comes from: I'm interested in what the brass can do for me."

Nearly everybody, probably, has seen some of Brigg's cartoons under the caption, "Me and Mine."
The story is always the same—two people exchanging boasts, and each wondering why the other is such a bore. There are a great many industrial advertisers who could profit by prayerful consideration of some of those cartoons.

There is another reason why the advertisement that shows the product in actual service on a customer's premises, is both dramatic and convincing. There has to be a fact story behind such an advertisement that is in itself a highly valuable testimonial. And the man who has the job of buying a big and costly piece of machinery is a very cautious man; those testimonials appeal to him mightily.

The Kerr Turbine Company, for example, wastes no time in talking about the manner in which its steam turbines are built. It starts with one of its successful installations, on the steam dredge "Tualatin" in Portland harbor. This dredge has been continuously in service for eight years, under unusually trying conditions. So the Kerr company shows you a picture of the dredge,

ditions. So the Kerr company shows you a picture of the dredge, another picture of the turbines and the suction pumps they drive, and heads them "8 Years of Continuous Dredging Duty—Sucking Sand, Silt, Logs, Stumps and Rocks All in a Day's Work of this 2,000 hp. Kerr Turbine Drive."

That is the kind of story that any power-plant engineer not only understands and appreciates, but is likely to be interested in reading, and to remember. For a combination of interesting story and A-1 testimonial, such an advertisement would be hard to

beat.

NOT A BIT UNINTERESTING

The B. F. Sturtevant Company manufactures ventilating equipment, fans, exhaust blowers, air washers, and similar things. You might think it would have a hard time finding interesting stories to tell about its products in use. Not a bit of it!

Examine one of this company's advertisements, and the first thing you notice is that it has obviously given thought to the objects to be achieved by this particular piece of copy. When it takes a page in a certain technical publication it has in mind that periodical's distinctive clientele. It may be read almost exclusively by power-plant engineers located all over the

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Jason Rogers

writes about the new
Circulation and Advertising plan of
THE CHRISTIAN SCIENCE MONITOR
which includes Regional Advertising
at Regional Rates

(Excerpts from an Article in Jason Rogers' Advertisers' Weekly)

"Long years of service in the newspaper and advertising business lead me to take serious interest in the great experiment in specialized national journalism that has been carried through to success by The Christian Science Monitor and is now about to be pushed forward another step in its development.

"Its growth to 103,159 paid circulation . . . completely justifies its new undertaking, the publication of three separate editions for different great sections of the country — Atlantic, Central and Pacific.

"The Monitor's new program of sectional editions will make for greater efficiency in production, give the reader more matter of interest to him and enable the Monitor to sell advertising to cover any separate section, any two sections, or its full international coverage, at proportionate rates.

"In my judgment advertising space in The Christian Science Monitor is worth much more per line per thousand than is charged for it. It represents the acme of efficiency and responsiveness."

The Christian Science Monitor

An International Daily Newspaper

Published in Boston and Read Throughout the World

world. These men are naturally interested in every new idea in their profession. Any good picture of one of the big new power-plants is sure to catch their eyes.

The Sturtevant advertisement, therefore, leads off, not with a picture of the product, but with a picture of the Sherman Creek generating station, and then proceeds to tell you how the efficiency of this station is increased by the fact that the cooling air for its generators is fed through Sturte-It doesn't vant air washers. merely claim that this equipment is useful, it offers to demonstrate that it is useful, and in a manner most likely to appeal to the very class of readers before whom this

page will be laid.

This matter of adapting your message, and even its phraseology, to the particular clientele of the technical magazine whose 'pages you are using, is one of the most interesting of distinctively industrial advertising problems, and it is particularly applicable to the use of the kind of material we are talking about—showing your prod-uct in actual use. Talking to a housewife about breakfast food in a general publication is pretty much the same as talking to her about it in another. But you can select your engineering stories about the use of the product to suit your audience.

When the Republic Flow Meters Company, for instance, talks to the executives of manufacturing companies through the pages of a certain business paper it does not select a story involving the technique of operation of power machinery, or details of plant routine, but starts at the fundamental point that will catch a company executive's eye, in the headline, "Manufacturing Cost of Quaker Oats Reduced with Re-public Flow Meters," and then goes on to show how it has been

Inasmuch as locomotive cranes were mentioned at the start of this discussion, as a typical industrial product, it may be appropriate to conclude with mention of the manner in which the Brown

Machinery Hoisting Company puts the story of its locomotive cranes before an engineering audi-

The Brown company makes no attempt to beautify its crane in its advertising. It shows you the crane at work, however, biting its way through a big pile of ore. with the blast furnaces roaring in the background. What more is needed? Putting a pretty girl in the cab would ruin the whole

effect.

In all that has been said here. it must not be thought that these particular examples of industrial advertising have been cited as perfect specimens of their kind. are purposely ignoring questions of typography, arrangement and details of phraseology, in order to concentrate on one fundamental point. Because they meet the requirements of that fundamental, as industrial advertisements they are successful and effective. the reason is easy to see. classic phrase, they do not argue with you, they tell you.

Jantzen Knitting Mills Organized in Canada

The Jantzen Knitting Mills, Portland, Oreg., maker of swimming suits, has organized the Jantzen Knitting Mills of Canada Limited, Vancouver, B. C., for the manufacture of its product in Canada. The new company is an outgrowth of the Universal Knitting Mills of that city. A. C. Cohen is president and managing director of both Canadian companies. Newspaper and poster advertising will be used to advertise the Jantzen swimming suit in Canada. Both the American and Canadian advertising is handled by the Botsford-Constantine Company, Portland advertising agency. The Jantzen Knitting Mills, Portland. tising agency.

Join Austin F. Bement Agency

Marshall Gorton, for three years manager of display copy for the Detroit Free Press, has joined the mechanical production staff of Austin F. Bement Incorporated, Detroit advertising agency. Francis S. Spence, for the last two years with Walker & Company, Detroit, has also joined the Bement agency as a member of its research division.

Appointed Sales Manager of Priess Radio

F. Clifford Estey has been appointed sales manager of the Priess Radio Cor-poration, New York, manufacturer of Reflex radio sets.

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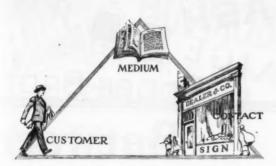
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The Inevitable Triangle

MOST newspaper and periodical advertising is read at night, and unfortunately half-forgotten by the morning. Something is needed to complete the "Medium-Customer-Dealer" triangle.

Effective dealers' signs revivify your message. They beckon to your prospect and say "here it is."

Millions are spent on the original message in the eveningread periodicals. Double that value by vivid Dura-Sheen signs!

Your message, in porcelain, permanently fused into steel, will double your advertising's value. And it is a one-time investment that keeps working as long as your dealer's store front stands.



BALTIMORE ENAMEL AND NOVELTY COMPANY

Permanent Advertising Signs

MT. WINANS BALTIMORE, MD. NEW YORK 200 FIFTH AVENUE NASH DODGE BROTH

Between

OLDSMODESIX ESSEX CHRYSLER SIX OAKLAND

VILLYS Star CONIGHT HUDSO:

STUDEBAKER

I. A. KLEIN New York Chicago R. J. BIDWELL CO.
San Francisco
Los Angeles

THE CINCINNATI
One of the World's



the Lines...

CLEVELAND

Reading the figures on the number of lines of passenger car advertising carried by Cincinnati newspapers, it is easy enough to read "between the lines" the story of the superior prestige and pulling power of The Enquirer.

During January and February of 1925, The Enquirer carried 129,500 lines of passenger car advertising—more than twice the number of lines carried by any other Cincinnati paper for the corresponding months.

The Enquirer's lineage showed a gain of 6,720 lines over the first two months of 1924. The other three Cincinnati papers showed individual and collective losses, the combined loss being 27,300 lines.

During 1924, The Enquirer carried two and onehalf times as many lines of passenger car advertising as were carried by any other Cincinnati paper.

"Enquirer" lineage tells the story of "Enquirer" leadership.



ENQUIRER Greatest Newspapers

St. Paul Dispatch St. Paul Pioneer Press

now have a combined daily circulation of

163,497

of which

94,068

is home delivered

This is more total daily circulation and more home delivered circulation than any other papers in the Northwest.

Sunday Pioneer Press

has a total circulation of

152,282

This is more thorough home coverage, and total coverage, than any newspaper in any other city of similar size.

O'MARA and ORMSBEE

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How to Administer the \$1,000,000 Appropriation

A Scientific Plan as Worked Out by Life Savers, Inc.

By C. B. Larrabee

A \$1,000,000 advertising appropriation cannot be administered on a \$10,000 plan. An advertising policy must grow with a

company.

15

A food manufacturer starts in a small way and at first does what amounts to a neighborhood business. His appropriation for advertising is small and is used in a restricted area. Business grows. The advertiser finds that his neighborhood is extending, that he is making friends of strangers whom he will never see. Obviously, this calls for changes in copy policies. It also calls for changes in methods of administering the appropriation.

The business becomes Statewide. Instead of two villages, the neighborhood comprises thirty counties. Finally, it breaks the State boundary and becomes sectional. Thirty counties give way to ten States. In the end, the ten States give way to forty-eight and the business is national. The neighborhood is the United States.

At each growth in the business, the necessity for a growth in the policy of administering the appropriation becomes less clear. Somewhere along the line the manufacturer is going to teel that he has found the ideal advertising plan which will answer all purposes, no matter what the size of the company. If he is a wise business man he will discover his error. If he isn't he will continue on his \$10,000 plan when he should be adopting a \$250,000 or a \$500,000 or a \$1,000,000 plan. He may succeed with his \$10,000 plan in spending his \$1,000,000. merely involves doing his \$10,000 job a hundred times.

Unfortunately, advertising isn't so simple as that. A \$1,000,000 appropriation is not merely a multiple of smaller appropriations.

It is something quite different. Administering an advertising appropriation involves three fac-

tors:

1—The size of the appropriation. This factor has been exhaustively discussed in "Eleven Ways to Build the Advertising Appropriation," an article published in the December 9, 1920 issue of Printers' Ink.

2—Theme of the campaign. This is a copy factor and has been discussed frequently in the PRINTERS' INK Publications.

3—Allocating the appropriation. This is made up of several phases. Only one of these—and that the most important—will be discussed

here.

Life Savers, Inc., of Port Chester, N. Y., is a company that has grown from a neighborhood business to a national business. The growth has been fast but it has been normal. The company is, without doubt, a highly successful advertiser. For these reasons, the plan used this year by the company in administering its advertising and sales appropriation is of interest to every national advertiser.

The plan is not presented as a model for every advertiser to follow. Few businesses parallel that of Life Savers. For Heinz or Victor, for instance, to adopt the Life Savers plan in the whole cloth would be eminently unsound.

It is presented, however, because it is highly suggestive of the amount of careful analysis that must go into the policy of administering the appropriation and because it strikes a little deeper and goes a bit further than the plans used by so many national advertisers.

Three points should be made clear at once. First, the \$1,000,000 does not in any way refer to the

Life Savers appropriation. It is a purely arbitrary figure. Second, the question of mediums is not important in the discussion. Life Savers, Inc., has made certain conclusions regarding mediums after completing its plans. Whether these conclusions are wise or not is beside the point. This is wholly an explanation of the plan—not of the results.

Third, the Life Savers plan applies to both advertising and sales. With modifications it could be made to apply to advertising alone. However, in so many cases the two are so inter-dependent that separation would be difficult. In any event, the reader who can make the separation will find the plan about to be discussed may easily be adapted to advertising alone.

In studying the plan, first get a picture of the company. It sells Life Savers in every State in the Union. Its outlets are probably as numerous and varied in character as the outlets of any national advertisers. It sells a small-unit product—a five-cent seller. The product is packaged in nickel units. These in turn are packed in handy display cartons containing a certain number of packages. These facts should all be remembered. Now for the plan.

Here is what the company was after. It wanted to find some accurate method of determining just how the advertising and sales appropriation should be spent State by State so that it would function most efficiently. It didn't want to spend \$50,000 in a territory that would yield only \$100,000 worth of business, nor did it want to use only \$50,000 where the territory rightfully demanded more.

In other words, the company was seeking to define its task in measurable terms and then to compare the efforts that have been exerted with the tasks as measured, having in mind that there is such a thing as an uncontrolled development of a business as differentiated from an orderly, well-controlled development of a business, especially when the business is national.

After some study, the company decided to use the State as its unit of area measurement. decided, the next step was to erect for each State the elements in that State which would reasonably represent assets, reducing each element to its lowest common denominator, so far as possible, on a percentage basis. The total of the elements for any given State, therefore, will represent the total assets of the State as compared with the total assets of other States or with all the States as a whole.

Once the total assets of a State are discovered, the company will have a definite measurement by which to determine the amount of effort required by that State.

Seven elements were considered in each State. These elements are:

1—Percentage of population compared with the total population of the United States.

2—Percentage of boxes shipped compared with the population of the State.

3—Percentage of boxes shipped compared with total boxes shipped to all States.

4—Percentage of retail outlets in the State compared with total number of retail outlets in the United States.

5—Percentage of jobbing outlets in the State compared with total number of jobbing outlets in the United States.

6—Population per retail outlet in the State. This item was then reduced to the percentage of retail outlets to total retail outlets in the United States.

7—Population per jobbing outlet in the State. This item also was broken down to get the percentage of jobbing outlets to the total number of jobbing outlets in the United States.

Instead of one element, such as percentage of population, or two elements such as population and retail outlets, the company has gone much deeper into its search for assets. PRINTERS' INK has published a number of articles which show that population figures, unsupported by further research,

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made by Grammes

Two-tone Metallic Contestant Badge Pin



BETTER HOME LIGHTING LIGHTING EDUCATIONAL COMMITTEE

660 FIFTH AVENUE NEW YORK

J. E. DAVIDOON Vice-President N.E.L.A.

P. B. ZIMMERMAN

WALTER CARY L. H. ROSENBERG

C. H. Franciscon Glassman Mfra.

W. W. FARRIAN
Society for Electrical Developm
JUNE F. Otherwood
Geometropolish Editor Gs.

Pertland Raircosy and
J. C. McQuerron
Westing heast Electric & Mig. Co.
Geo. F. Moonroes
General Electric Co.

G. E. MILLER Cleveland Rheevic Ellowingsing Co.

HERMAN PLANT Lighting France Manufacturers
W. E. Rosssynen
Robertus-Georget Electric Co.

3 R. Sysomo The Electropists F. W. Suerra United Electric Light & Page Co.

R. PUTHAM Commercial Sections N. E. L. d. N. Y. Edison Company

East Westweens Day Date Executive Committee

J. E. DAVISSON P. B. ZIMMESO

ALTES CAN C. N. FERRIN Jour F. Gricuson Geo. F. Mos HERMAN PLACE

J. R. STEOMS W. E. ROSES

January 29, 1925.

L. P. Grammes & Sons, Inc.,

Allentown,

Le Course and Lighting Pass (Gentlement)

The Noming-most Deart (F. L. Dearty of C. Louwer)

Fig. 1. Dearty of C. Gentlement

We assume that the end will settle our accounts with your control of the Course of C. Level of the Course of C. Level our course our course our course our course of C. Level our course our We assume that the enclosed request

ACTIVI

At this time we wish to thank you have very much for the excellent service which you have given us on the wo million awo-tone yer-rist Siven us on the two million two-tone Vari-Tint matchie contestant pin badges, throughout the streamon period of ordering material for the tionally advertised Keen Lighting Contest, offer-ing to school children \$ 15,000 model. Electrical loses as first prise, and \$6,000 additional prises for the best essay on the subject of whether Name Lighting.

Your splendid cooperation aided us ma-terially in our work and we deeply appreciate it.

Yery truly yours,

L. H. Rosenberg: RR

Laurels to Grammes Service

MANAGEMENT

& SONS VINC. 472 Union St.

ALLENTOWN, PA. Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties N. Y. Office, 3412 Woolworth Bldg.

1875 - Our Fiftieth Year - 1925

its NK cles res, ch, are often deceitful. It is not a new discovery, but it is an important one which is often overlooked.

It would be well to insert here a caution. Theoretically, everyone but the invalid, the faddist and the misanthrope is a prospect for Therefore, a nickel confection. the company does not have to consider a factor which might be of the greatest importance to another advertiser-the percentage prospects in a State to the total number of prospects in the United Put simply, this means that North Dakota is much more important to the manufacturer of a reaper and binder than Rhode Island, although the population of Rhode Island is greater.

Return to the list of the seven factors. You will note that the total of the percentages will give the weight factor for each State. Add the percentages of each State and you have the total weight factor for the United States. With this total weight factor found you can divide it by the percentage for a single State and discover the percentage of effort needed for that State as compared with other States.

Note that the company, in determining its assets not only figured on potentialities—that is, population, retail outlets and jobbing outlets—but also on actualities, covered by items two and three. In other words, the assets in each State are made up not only of business that can be done but are also made up by and affected strongly by business already done.

Items two and three are listed as assets, inasmuch as they represent, in some measure, the active interest of jobbers and retailers in pushing Life Savers. It is necessary to consider these items since the company wants to determine what its experience has taught in the matter of application and allocation of the expenditure in each State for sales and advertising.

Next, the company took its most recent twelve-month period of advertising and sales expenditure in order to determine by a method similar to that just described exactly what its sales and advertising effort represented in each State.

DETERMINING FACTORS

The following items were set down in order to define advertising and sales effort:

1—Percentage of total advertising appropriation expended in each State to total expenditure.

2—Percentage of total sales appropriation expended in each State to total appropriation.

3—Sales expenditure to sales volume in each State on a percentage basis.

4—Percentage of advertising expenditure to sales volume in each State.

5—Advertising cost per 1,000 population.

6-Magazine cost per 1,000 population.

7—Newspaper cost per 1,000 population.

8-Street-car advertising cost per 1,000 population.

9—Outdoor advertising cost per 1,000 population.

10—Advertising car cost per 1,000 population. (This item refers to the automobiles used by salesmen. The bodies of these cars are made to appear like a package of Life Savers.)

11—Display case cost per 1,000 population.

12—Sampling cost per 1,000 population.

13—Sales cost per 1,000 population

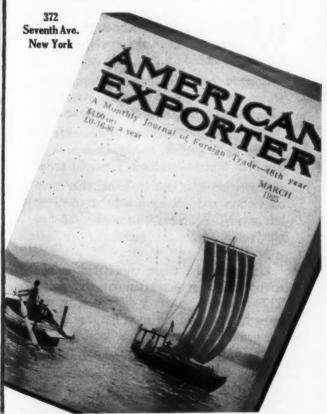
These items, starting with advertising cost per 1,000 population and ending with sales cost per 1,000 population, were totaled in dollars for each State. The same process was then followed as was followed with the seven asset factors. The entire cost item for each State was added to give a total for the United States. Then this total was divided to get the percentage for each State.

Inasmuch as it is reasonably possible to divide the anticipated total appropriation for the year into its quota for sales and it quota for advertising, it is also comparatively easy to determine.

24% GAIN

The first three issues of AMERICAN EX-PORTER in 1925 exceeded those of last year in net volume of advertising by 24%.

The AMERICAN EXPORTER has the largest circulation of any export paper, carries more advertising than any two other papers in the field put together, and is the dominant American export paper among importers abroad.



The World's Largest Export Journal

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Common-Sense Copy

has the uncommon quality of attracting immediate response



WHEN a big department store runs an advertisement in the morning papers a crowd is looked for that same day.

Copy in the evening papers is expected to prove its case the next morning. If not, the ad is wrong, or the merchandise unwanted.

That applies equally to Wanamaker or Gimbel in New York, to the Emporium in San Francisco; to Smith's in Topeka, Kansas.

Advertisements that are sound, that carry conviction and *sell* have a habit of doing business NOW. They wait neither for men nor "conditions."

Unfortunately, those uninitiated in the science of advertising often miss that point. They believe there is a difference, in this respect, between their own national advertising and a retail merchant's "local."

Thus weak ads often are repeated at great

loss; expenditures continued in the false belief that results are banking up for the future.

Men seasoned in successful advertising realize the shallowness of that theory.

"Long haul" advertising is twin to that most deceiving of all commercial types, the fine appearing, fine talking salesman who sell himself better than his line. At one time or another, every business head has yielded to his lure.

We may be right, or we may be wrong; but we believe the function of advertising is to sell goods NOW, to convert the money spent for it into dollar profit.

None more than we believe in the cumulative value of advertising—but we demand that the proofs of victory be not too long deferred.

That seems simple, common sense to us. And upon common sense above all things, profitable advertising rests.



LORD & THOMAS

LOS ANGELES
724 South Spring Street

Advertising

NEW YORK 247 Park Avenue

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by using the final percentages shown in the total assets for each State, just what the appropriation, theoretically at least, ought to be for each State by using the percentage determined by the method just described.

This analysis has a further benefit. So long as a company deals purely in figures which have no relation to actual accomplishments, the plan is in danger of becoming fixed with no yearly variation. Once actual accomplishment is figured in the plan, it becomes fluid, changing from year to year to meet the needs determined by experience.

The company then made a careful comparison by States of the amounts actually spent during the twelve months previous to the compilation of the new figures with the theoretical amounts that should be spent under the scientific system. It found in many

tific system. It found in many States variations in percentage figures on amounts actually spent and the theoretical amounts that should have been spent.

This brought the company face to face with the problem of whether the new system was right or whether the old one was best under the circumstances. The conclusion was that for this year, at least, the company will follow the method laid down by its new computations. Experience may lead to modifications of the system but it is doubtful if the company will ever discard the new system entirely.

One of the chief benefits of the analysis, according to an official of the company, is that it has forced every member of the executive staff to give a consideration of all the details entering into the conduct of the business.

It has given them a clearer picture of the entire situation, making it possible for them to speak with some authority and to subordinate hunches to scientifically determined needs.

The Life Savers plan is not presented here as ideal nor as a model for every manufacturer to follow. On the other hand, in its main outlines, it has many

qualities which the national advertiser may well study.

Perhaps the greatest lesson the national advertiser may learn from the company's plan is that administering the appropriation is fully as important as determining its size and that administration means something more than the choice of mediums. It means, first of all, a careful analysis of markets, a determination of certain assets and weight factors. Only when these have been determined by the most accurate scientific means available can the advertiser feel that he is investing his money intelligently.

PLAN REALLY IS SIMPLE

At first sight, the plan may seem unduly complicated. As a matter of fact, it is comparatively simple. First, comes a determination of the factors that are of greatest importance in marketing. If some of these seem more important than others they may be given an extra weight in percentage figures by giving them a double or triple value as compared to other factors. Life Savers did not do this for excellent reasons. Another manufacturer might find it essential to do so.

The average manufacturer, also, will find that his product does not have the universal appeal of Life Savers. This will mean a further step in analysis—the distribution of live prospects, to be taken from income tax figures, census figures, or other such sources.

Still another factor that was not considered by the company is the matter of dealer advertising. A great many advertisers rightfully expect a certain amount of dealer co-operation. This can be determined more or less accurately by further breaking down the figures in the analysis.

There are other factors that will occur almost instantly to national advertisers, factors not included by Life Savers but of great importance in other fields.

Once these have been found, the next step is to reduce them to percentages, add the percentages to get a total weight factor and then

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he erto en to compare the percentages of each State with the total for the United States to determine what percentage of effort each State needs.

Despite all the variations necessary, the Life Savers plan may well stand as a model. definite effort to determine scientific methods for administering the advertising and sales appropriation. As such, it goes several steps farther than the hit-or-miss methods employed by a regrettably a large number of national advertisers today.

Give Radio Industry More Time

C. BRANDES, INC., New YORK Editor of PRINTERS' INK:

The radio manufacturer is naturally holding back on advertising over radio probably because Secretary Hoover and a lot of other big men, to say nothing of the vast public, are either undecided or opposed to radio advertising. Now if the radio manufacturer should start if the radio manufacturer should start advertising over radio, he would be setting a precedent which would be pretty difficult to break; down later on. I think his is the reason why the industry has allowed other manufacturing companies to take the lead.

It seems impossible to me for the radio industry to monopolize broadcasting, as I understand that anyone who wishes a license can secure one. Even if the industry could monopolize broadcasting, I believe that it would be poor policy to do so.

casting, I believe that it would be poor policy to do so.

There are some poor broadcasting stations on thei air and there are many good ones. We have many people in this country who are very anxious to criticize and these people have per-haps forgotten about the good broad-casting stations in their hilarious crit-icities of the few poor ones.

casting stations in their hilarious criticisms of the few poor ones.

It seems to me that if you give the radio industry time, these problems will be automatically answered. I can visualize an audit bureatt-of radio circulation which will determine, perhaps on a fee basis from the broadcasting station, the approximate number of people who ordinarily listen to that given station. Such an audit bureau of circulation would, I think, show that poor broadcasting stations are not listened to. They are, therefore, a poor publicity medium for the company financing them and will automatically be discontinued. It should not be necessary to try to force poor broadcasting stations to try to force poor broadcasting stations off the air. The industry's efforts should be utured toward the maintenance and improvement of the good stations. This activity would either cause an improvement in the poor ones or else their dis-continuance. Radio broadcasting is a business and subject to the same eco-nomic orders that control all business. It is impossible to forecast who will

pay for radio broadcasting and how. I sincerely hope that advertising by radio will not continue but I look for development of radio broadcasting to folvelopment of radio broadcasting to fol-low closely the combined history of the newspapers and the national magazines as a means of furnishing local news, information and education through local stations and national news, in-formation and education through inter-connected stations or rebroadcasting sta-tions. Radio will never supplant either newspapers or magazines but it prob-ably will supplement both.

Anything more that I would attempt to give you would merely be a guess predicated on very little experience and information.

C. Brandes, Inc., L. W. STAUNTON.

American Insulation Company Increases Advertising

A 50 per cent increase in its adver-tising appropriation over 1924 has been made by the American Insulation Com-pany, manufacturer of asbestos, magnesia pany, manufacturer of asbestos, magnesis and roofing. Magazines of interest to home owners, and business papers directed to builders and supply dealers, will continue to be used. This advertising is directed by N. W. Ayer & Son. The company recently registered its trade-mark "Eternit" which has been used for the last year on rigid asbestos cement shingles and building lumber.

> Torchiana, Inc., New Advertising Business

Paul J. Torchiana and Karl Knipe have organized an advertising business at New York under the name of Tor-chiana, Inc. Both Mr. Torchiana and Mr. Knipe were formerly with the J. H. Cross Company, Inc., Philadelphia advertising agency.

"International Grocer" Appoints H. W. Booth

The International Grocer, Chicago, has appointed H. W. Booth as its representative in the territory of Cleveland and Northeastern Ohio. His headquarters will be at Cleveland.

Eugene McGuckin Has New Account

The advertising account of Norris, Inc., Atlanta, Ga., candy manufacturers, has been placed wth The Eugene McGuckin Company, Philadelphia advertising agency.

Joins Botsford-Constantine

Miss Frances Humphries, for three years with the San Francisco office of The H. K. McCann Company, as office manager and assistant to the vice-president, has joined the Seattle office of the Botsford-Constantine Company, advertising agency, as office manager.



A Steady
Stream of
Liquid
Gold

WISCONSIN'S 2,763,483 Dairy Cattle represent perhaps the most reliable source of cash income in America.

Valued at \$193,038,989, these cattle produce for their prosperous owners, a steady annual cash revenue of \$177,082,270. Wisconsin Dairy Farmers have \$14,756,855 cash to spend each month—and they spend it! 34,807 healthy retail outlets throughout the state report consistent increases in practically all lines.

In Wisconsin, 323 cheese factories produce 74% of America's cheese, worth \$98,575,558. Condensed milk worth \$85,346,641 is produced by 3,331 establishments, while 498 butter factories produce \$60,938,025 worth of butter.

Here's wealth indeed—a sales field—a market, rich beyond comparison. It can be reached and influenced with 98% effectiveness through the medium of Wisconsin Daily Newspapers. Investigate for yourself or client,

Address, Secretary, 421 Sycamore Street, Milwaukee, Wisconsin

Wisconsin Daily Newspapers The District or State Agents Plan Is Usually Less Risky Tran That of Dealing Direct with the Local Agent

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NORTHWESTERN STEEL & IRON WORKS
EAU GLAIRE, WIS.

Editor of PRINTERS' INK:

We would appreciate very much a short suggestion from you at your convenience as to what you think is the best method to pursue in building up a sales organization, over the consumer, with plenty of opportunity for any individual to organize-units of the sales force for perhaps several counties in any one particular vicinity.

Our idea is to learn where to find people who are "stickers" and build up a profitable business for themselves by promoting the interests of this company.

NORTHWESTERN STEEL & IRON WORKS,

Director of Sales Promotion.

HE procedure involved building a sales organization of agents is substantially this:

The first step is to advertise for the agents, using much the same mediums and methods that would be employed in selling an article of merchandise to the consumer. The advertisement should outline enough of the proposition to give the prospect an idea of its nature and invite inquiries. This part of the work is generally easy. every town, large and small, there are people who look eagerly for such opportunities. But, unfortunate to relate, the people who respond are often, or even generally, of a type that the average firm cannot afford to have business relations with. Every town has its full quota of resident agents selling, or trying to sell, this or that and never making any very great progress with anything.

The follow-up end, therefore, has to be worked with great care so as to eliminate the irresponsible and the mere curiosity seekers who are willing to try anything once. Dishonest people must also

be guarded against.

Some of the firms that have had the best success in this kind of selling are about ready to conclude that the only way to choose agents in a town is through personal interviews by State or district managers. Sometimes, these managers are salaried employees. Or, they may merely be the better type of agent and work on an adaptation of the jobbing system.

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Inquiries that the advertising may develop within a certain district are sent to the head agent or whatever he may be called. his duty, to correspond with the prospects with the object of sifting them out so as to arrange for personal interviews with the most The district agent is promising. usually so located that it involves no great expenditure of time and money for prospects to call and see him. The mails may be used to sell prospects on the proposition up to this point. If they are not willing to undergo the modest expense attached to such a trip, they are automatically closed as not worth bothering with.

The district or State agent has charge of the agents whom he takes on. The agents send their orders to him and he gets a commission on each sale. In fact, the entire transaction is done through him as the representative of the

How are these district agents procured? In every State there are numerous people, of varying degrees of responsibility and resourcefulness, who are building businesses for themselves. They probably already represent a diversity of concerns and are eager to add to their lines.

When a manufacturer advertises for agents, these people are, of course, among the first to respond and it is a simple thing for the manufacturer to differentiate between them and the others. Their letters, and the way they go about the thing, will indicate quite clearly whether they are promising material for State or district agents. The responsibility of these people can be determined through their banks and other

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business references they give. It often is possible to close the deal with them by mail,

These key men being secured, the appointing of the other agents to work under them is not a hard task.

It is essential, or at least highly desirable, that the organization should have the key men in the beginning. There are manufacbeginning. turers who deal direct with agents and have all transactions cleared through the main office. But this involves a greater risk. Many manufacturers who have used this system are discarding it as rapidly as possible.

In a word, a manufacturer seeking to build a sales force of agents selling direct to the consumer can follow the general lines of the conventional sales organization.—

[Ed. PRINTERS' INK.

Death of Arthur B. Farquhar

FARQUHAR, ARTHUR B. FARQUHAR manufacturer of farm machinery, died in his home at York, Pa., Thursday, March 5.

Farquhar was born in Maryland on September 28, 1838. He went to York to learn the machinist's trade in 1856, became a partner in 1858 and acquired the other partners' interests in 1862 The business was incorporated in 1889 as the A. B. Farquhar Company Ltd., with Mr. Farquhar as president. The enterprise is, therefore, one of the oldest in the agricultural machinery field.

Because of steady participation in manufacturing for sixty-nine years, Mr. Farquhar has long been regarded as the dean of the country's big business men. He was one of the few manufacturers whose active experience extended from before the Civil War to the present year. His book, "The First Million the Hardest," which was Million the Hardest," published in 1922, told of the difficulties of conducting a business during the Civil War period.

Mr. Farquhar was a wonderful In the early days of salesman. manufacturing development, manufacturers were not troubled with such problems as correlating the activities of the selling and production departments. Most of the pioneers handled both jobs themselves, often without any assistance. H. J. Heinz, for instance, made his pickles and then put them in a basket and went out to sell them.

Of this, Mr. Farquhar wrote in his book: "Our trade was largely with the South, and very shortly after I entered the partnership I began to be a sales agent. Selling was not a separate division at the Whenever work slackened, one of the partners hitched his horse and buggy and started out for orders. I became a salesman only because the older men did not like the idea of being away from home. Often I was away two or three weeks, traveling with only my horse and buggy.

Mr. Farquhar had a nation-wide reputation as a speaker and writer on banking, economic and social subjects. Among other things, he owned the York Gazette for sev-

eral years.

Fries & Fries Account with Flarsheim

It was previously reported that The Fries & Fries Company, Cincinnati, had transferred its advertising account. No change in agencies has been made, however, and this account continues to be directed by The Henry B. Flarsheim Company, of Cincinnati. In the previous report it was also erroneously stated that The Fries & Fries Company was the manufacturer of Peter Pan powder which is made by Fallis, Inc., an independent company. pendent company.

H. H. Durr Again Heads Victor Rubber

H. H. Durr has been elected president of The Victor Rubber Company, Springfield, Ohio, and R. F. White has been elected secretary-treasurer. Mr. Durr served as president from 1904 to 1921. Since 1921 he has been secretary-treasurer. The company manufactures Victor Cord and Victor-Springfield cord

"American Banker" Becomes a Daily Newspaper

The American Banker, New York, which was founded as a daily banking newspaper in 1836, and changed to a weekly in 1864, will revert to a daily newspaper on March 16. Charles Otis is publisher and owner.

TEAMWORK

Making selling advertise Making advertising sell

ERHAPS the biggest 'leak' for the advertising appropriation is through lack of teamwork between the sales effort and the advertising. Occasionally advertising expenditures are largely wasted because of this gap.

Sometimes the sales effort fails to use advertising

effectively.

Sometimes the advertising is prepared with so little consideration of sales problems as to make the coopera-

tion of the sales force impossible.

If an advertiser will ask himself the following questions, he will quickly see where he stands on coordinating his selling and advertising effort (an affirmative answer is a danger signal):

- 1. Does my product give a different impression at the dealer's than it gives in the advertising?
- 2. Does my sales manager think of his effort as distinct from the advertising effort?
- 3. Does my advertising manager think of his effort as distinct from the selling effort?
- 4. Do my salesmen doubt the value of advertising in their territories?—or misunderstand it?
- 5. Do my dealers occasionally ask that my advertising be lessened and more profit given them?

To executives of companies which are present or potential advertisers, we will be glad to send without charge or obligation, a copy of a memorandum dealing with this subject.

The BLACKMAN Compan

MAGAZINE

NEWSPAPER

OUTDOOR

STREET

Ti dealin face 25

Advertisers with whom we work:

The Packer Mfg. Co., Inc. Packer's Tar Soap Packer's Liquid Shampoo Packer's Charm

Sherwin-Williams Co. Sherwin-Williams Paints, Varnishes, Stains, Enamels, Insecticides

Seaboard National Bank

Alfred H. Smith Co. Djer-Kiss Perfume, Talc, Face Powder, Compacts and Toiletries

Towle Manufacturing Company Sterling Silverware

Waitt & Bond, Inc. Blackstone Cigars

North American Dye Corp. Sunset Dyes

Walter M. Lowney Co. Lowney's Chocolates

Vacuum Oil Company Gargoylo Mobiloil Gargoylo Lubricating Oils for Plant Machinery Gargoyle Marine Oils

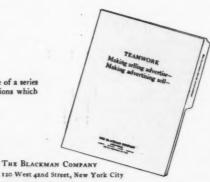
The National City Co. Investment Securities

Procter & Gamble Crisco

Ivery Seap Ivery Seap Flakes Chipso .. P & G- The White Naphtha Soap

Lehigh Portland Cement Co. The Wilson Fastener Co. Wilsmaps Wilsnap Lingerie Clasps

HIS advertisement is one of a series dealing with important ouestions which face the advertiser.



o West EW YORK EET (

Please send me your memorandum,

Teamwork-Making selling advertise, Making advertising sell.

Title ...

Address

Product Made

A Local Broom Producer Makes His Advertising Debut

This Campaign Marks the Opening of a Virgin Advertising Field

ONE of the latest of the non-advertising industries to turn to advertising as a sales aid is the broom manufacturer. A test campaign recently begun by the American Broom & Brush Company, Amsterdam, N. Y., is said by the manufacturer to be the first sizable advertising campaign ever attempted by an individual broom manufacturer.

"It seems to have been a lifelong belief on the part of manufacturers, jobbers and retailers of brooms," says H. F. Ledie, secretary of this company, "that broom-corn fibre brooms were so common and so homely an article that they could not be sold by advertising and that the consumer would never purchase a broom until driven to it by

necessity.

"The broom manufacturing business, carried on as it is in a small way in nearly every community, is not an especially remunerative business in the majority of cases. No doubt this has fostered the belief among broom manufacturers that it was not the sort of business which would justify the elaborate advertising given to many other household articles. Even those broom concerns that have grown to large proportions have been in the habit of looking upon advertising, as applied to their industry, as a waste of money and energy. They felt that it would not be productive of sufficient business to justify the expense."

The American Broom & Brush Company, however, has come to the conclusion that in order to increase sales of "American Brand Brooms" it will be necessary to make the housewife conscious of the brand name and what it stands for. Therefore, consumer advertising has been resorted to.

Newspaper advertising is the backbone of this campaign, largesize copy running over a period of six months having been contracted for in Lowell and Springfield, Mass., Providence, R. I., Buffalo, N. Y., and Scranton, Pa. Five papers in all are being used for the purposes of the present experiment. The first advertisements appeared early in February.

Store display and folders for distribution to consumers are being furnished to dealers. The company's sales force is explaining the purposes and scope of the campaign to the wholesale and re-

tail trade.

In the newspaper advertising, the particular purposes for which brooms serve the housewife better than any known substitute, such as reaching into corners and crevices, are recounted. "Brighten the Corners with a Good Broom" is the caption of one of the early advertisements.

This reads, in part:

The accumulation of dust in corners and crevices is easily and thoroughly removed with a good broom. The broad, flexible sweeping tip of an American Brand Broom gathers every particle of dirt in a few strokes, producing the "spick and span" appearance that delights a good housekeeper.

There Are Just Brooms and Good Brooms

You can't appreciate the difference in brooms until you have used an American Brand Broom and experienced its fine sweeping qualities and unusual durability.

American Brand Brooms are composed of high-grade, perfectly cured broom-corn straws scientifically arranged to give a soft, full sweeping surface. They are securely stitched with pure linen twine and wound tightly with steel wire on a smooth, well-seasoned hardwood handle.

The campaign is still in its infancy. Its progress, however, should be watched with interest, because it may mark the opening of a new field for advertising to operate in.

Death of J. S. Hartmann Joseph S. Hartmann, president of the Hartmann Trunk Company, Racine, Wis., died at Los Angeles, Calif., on March 4. He was seventy years old.



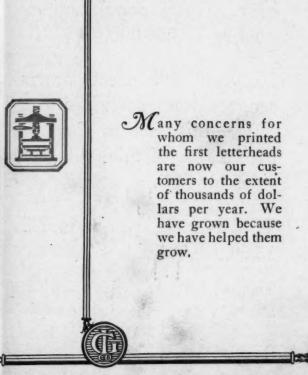
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ISA EIGH Pri

We are big principally because we have grown with those we serve.



ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY
Printers Since Gighteen Seventy Six
TELEPHONE FRANKLIN 4520

Cost Comparison N

The cities of the United States with local street car service, have a total population exceeding 50,000,000.

16,000,000,000 Street Car passengers were carried during 1924—this was an increase, over 1907, of 5,500,000,000 riders or 58%.

The average per month is 1,250,000,000 riders.

The monthly cost for Half Service—a card in every other street, subway and elevated car in the United States, is approximately the same as the cost of the magazine space shown on the opposite page.

nNo. 1: Magazines

1—Two page color spread in Ladies'
Home Journal

OI

2—One color page in Ladies' Home
Journal and Pictorial Review

or

3—One black page in Ladies' Home Journal, Woman's Home Companion and McCall's Magazine

OF

4-400 lines in Ladies' Home Journal, Pictorial Review, Woman's Home Companion, McCall's Magazine and the Butterick Combination,

OI

5—One color page in two issues of the Saturday Evening Post and one black page in two issues of the Literary Digest.

Street Car advertising is very low in cost because it has no manufacturing overhead. With every space sold in every car in the United States, the total gross revenue would be less than half of the advertising income of one leading magazine publisher.

#Barnard

National Advertising Manager,

The largest circulation of any 35 Cent fashion magazine in America

-and how it came about-

From	1,429	in	November	1915,	to
	6,795	66	66	1916,	to
	13,173	. 66	er	1917,	to
	29,583	44	66	1918,	to
	58,179	44	66	1919,	
	62,125	-66	46	1920,	
	82,569	44	66	.1921,	to
	120,474	66	46	1922,	to
	145,740	66	66	1923,	to
14	52.616	66	44	1924	

—a steady, healthy growth to leadership

FASHIONABLE DRESS The Magazine for Milady

Boston
DORR & CORBETT

Advertising Mgr.
J. M. SHAPIRO

Chicago BURTON R. FREER, Ltd.



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Estimate of Newspaper Expenditures of 100 Advertisers

A 1924 Compilation Made by the Bureau of Advertising of the American Newspaper Publishers Association

A SECOND compilation of the estimated yearly expenditures of national advertisers for newspaper space has been made by the Bureau of Advertising of the American Newspaper Publishers

Association.

This second compilation is on a more ambitious scale than the first. It carries the names of one hundred advertisers. In the first compilation sixty-two advertisers were listed. Then, too, more speed has been shown in getting out the second list. The first compilation covered the year 1923 and was issued in November, 1924. It appeared on page 155 of PRINTERS' INK of November 6, 1924. The second compilation covers 1924.

First place in the list, which was held by the American Tobacco Company in 1923, with an expen-diture of \$1,700,000, goes to the Ford Motor Company, for 1924, with an expenditure of \$2,000,000.

The reasons that caused the Bureau of Advertising to undertake the work of compiling these figures and certain pertinent facts concerning them, have been thus set forth by William A. Thomson, director of the Bureau:

Bureau undertook this service last year owing to the constant demands of advertisers and agencies. Figures showing magazine appropriations had been published for years. Newspaper expenditures remained something of

a mystery.

"The estimates issued by the Bureau covering the 1923 expenditures represented the first comprehensive compilation of the sort. These were so well received that the Bureau determined to continue the service on a larger scale.

The first tabulation for 1924 covers a larger list than any published last year, and additions will be issued from time to time. It is believed the estimates given are fairly accurate.

"The names of thirteen firms included in the 1923 estimates do not appear in the 1924 tabulation. All but one of these concerns have continued to advertise in the newspapers. Four fell slightly below the minimum listing of \$100,000. Most of the others increased their newspaper appropriations. expected to include these names

later on.

"It is needless to say that the list below represents only a small portion of the great army of national newspaper advertisers. Every classification between the \$100,000 minimum and the \$2,000,000 maximum shown suggests many other advertisers whose expenditures have not yet been computed. No effort was made to show those spending less than \$100,000. These names would include hundreds of advertisers who, despite the modest size of their appropriations, have made their products household words in many sections.'

The Bureau's estimates are as

fallower .

TOHOWS.	
Ford Motor Company Victor Talking Machine Com-	\$2,000,000
*Chevrolet Motor Car Com-	1.900.000
pany	1,650,000
American Tobacco Company	1,600,000
Liggett & Myers Tobacco	2,000,000
Company	1,500,000
Standard Oil Co. of Indiana	1,500,000
Calumet Baking Powder	.,,
Company	1,400,000
Wm. Wrigley, Jr., Company	1,250,000
Dodge Brothers	1,200,000
Paige-Detroit Motor Car	.,,
Company	1.000,000
Postum Cereal Company	875,000
Corn Products Refining Com-	
pany	800,000
Pepsodent Company	800,060
United States Rubber Com-	
pany	750,000
Hupp Motor Car Corporation	750,000
"Oakland Motor Car Com-	
pany	700,000
B. F. Goodrich Company	700,C00
Clicquot Club Company	650,000
Buick Motor Company	635,000
H. J. Heinz Company	600,000
General Cigar Company Union Pacific System	600,600
Union Pacific System	570,000

Includes dealers' advertising.

A se of

fe A

Rickenbacker Motor Company Macfadden Publications Procter & Gamble Company Hart Schaffner & Marx Atchison, Topeka & Santa Fe R. R. Willys-Overland Company Standard Oil Company of California	es60 000	
Macfadden Publications	510 600	
Procter & Gamble Company	510,000	
Hart Schaffner & Marx	500,000	
Atchison, Topeka & Santa	,	
Fe R. R	500,000	
Willys-Overland Company	500,00C	
Standard Oil Company of		
California	500,000	
Literary Digest	500,000	
California Literary Digest Sun-Maid Raisin Growers		
Association Canada Dry Ginger Ale, Inc. Colgate & Company Brunswick - Balke - Collender	465,00C	
Canada Dry Ginger Ale, Inc.	450,000	
Colgate & Company	450,000	
Brunswick - Balke - Collender		
Brunswick Balke Collender Company	400,000	
Congoleum Company	400,000	
Edna Wallace Hopper	400,000	
Armstrong Cork Company	400,000	
Quaker Oats Company	400,000	
Soledo Tea Company, Inc.	350,000	
Shradded Wheet Company	250,000	
National Carbon Company.	340,000	
Autostron Safety Pager Com-	340,000	
Autostrop Safety Razor Com-	300,000	
CL .1 N1 C. C C	200 000	
Portland Cement Association	300,000	
Creek-Neal Coffee Company. Portland Cement Association The Palmolive Company. Union Oil Company (Los Angeles)	300,C00	
Union Oil Company (Los	000,000	
Angeles) Anneuser-Busch, Inc. Anheuser-Busch, Inc. Nordyke & Marmon Company International Magazine Com-	300,000	
Anheuser-Busch, Inc	300,000	
Hurley Machine Company	300,000	
Nordyke & Marmon Company	280,000	
International Magazine Com-		
pany	275,000	
New York Central Lines	250,000	
Eastman Kodak Company	250,000	
National Biscuit Company	250,000	
New York Central Lines Eastman Kodak Company National Biscuit Company Parker Pen Company Aluminum Cooking Utensil	250,000	
Aluminum Cooking Utensil Company Barrett Company Radio Corp. of America The Maytag Company Boyce & Veeder Company Simmons Company Certain-teed Products Corp. Pertain-teed Products Corp. Williamson Candy Company Royal Typewriter Company Alfred H. Smith Company (Djer-Kiss) Associated Oil Co. (San	010 000	
Company	250,000 250,000	
Barrett Company	250,000	
C. F. Mueller Company	250,000	
The Mautes Company	250,000 225,000	
Power & Wander Company	220,000	
Simmone Company	210,000	
Certain-teed Products Corn	210,000 200,000 200,000	
Phenix Cheese Company	200,000	
Williamson Candy Company	200,000	
Royal Typewriter Company	200,000	
Alfred H. Smith Company	,	
(Dier-Kiss)	200,000	
Associated Oil Co. (San		
Francisco)		
Alfred H. Smith Company (Djer-Kiss) Associated Oil Co. (San Francisco) Pond's Extract Company Vick Chemical Company Johns-Manville Company A. Stein & Company California Fruit Growers Exchange California Prune & Apricot	200,000	
Vick Chemical Company	200,000	
Johns-Manville Company	200,000	
A. Stein & Company	180,000	
California Fruit Growers Exchange California Prune & Apricot Growers Southern Cotton Oil Trading	100 000	
Exchange	180,000	
California Prune & Apricot	180,000	
Couthern Cotton Oil Trading	100,000	
Growers	175,000	
Royal Raking Powder Com-		
nany	175,000	
Coca-Cola Company	170,000	
W. & J. Sloane	176,000	
Holland Furnace Company	170,000 176,000 165,000	
Northern Pacific Railway		
Company	160,000	
Cunard Line	160,000	
W. L. Douglas Shoe Company	160,000	
Royal Baking Powder Com- pany Coca-Cola Company W. & J. Sloane Holland Furnace Company. Northern Pacific Railway Company Company Cunard Line W. L. Douglas Shoe Company Andrew Jergens Company. Famous Players-Lasky Cor- poration	150,000	
Famous Players-Lasky Cor-	150 000	
poration	150,000	
w. A. Sheaffer Pen Com-	150,000	

Lambert Pharmacal Comapny	\$150,000
Dairymen's League Co-opera-	
tive Association, Inc	150,00G
Bauer & Black	150,000
American Express Company	125,000
Metropolitan Life Insurance	123,000
Company	125,000
Vacuum Oil Company	125,000
French Lick Springs Hotel	200,000
Company	125,000
The Western Company	125,000
Phoenix Hosiery Company	125,000
Florida Citrus Exchange	100,000
Lalance & Grosjean Manu-	100,000
facturing Company	100 000
Tacturing Company	100,000
Indian Refining Company	100,000
Shell Oil Company (Los	
Angeles)	100,000
C. Brandes, Inc	100,000
McCall's Magazine	100,000
	200,000

Great Britain Honors Advertising

Advertising has been honored by the British Government which has appointed an advertising man as a representative on the Economic Council of the Empire. This council will consider ways and means of promoting trade between England and the British colonies. Future legislation to promote trade will depend upon the report of this council depend

legislation to promote trade will depend upon the report of this council.

The council membership will include two representatives from each colony and two representatives from Great Britain. The signal honor conferred upon advertising is the appointment of W. S. Crawford, who conducts an advertising agency under his own name in London, as a representative from Great Britain. He was chairman of the London program committee for the London program committee for the London convention of the Associated Advertising Clubs of the World, and is known to many American advertising man to the council is taken by British advertising interests as an indication of the importance with which the conservative British Government views advertising as a world force, and its intention to utilize it in creating and developing trade.

Ingraham-Powers Adds to Staff
L. J. L'Hoest, formerly New York
manager of the W. B. Ziff Company, and
C. J. Miller have been added to the
staff of the New York office of IngrahamPowers, Inc., publishers' representative,
E. R. McGivern has joined the Chicago
staff. He was recently with C. D. Bertolet, publishers' representative, Chicago.
Bryan P. Murphy has been appointed
Kansas City representative.

Patrick Thomas Barry Dead
Patrick Thomas Barry, for more than
forty-five years associated with the Chicago Newspaper Union, of which he
was at one time president, died at his
home in Chicago on March 3. He was
seventy-nine years of age. Mr. Barry,
who had retired from active business,
was a director of the First National
Bank of Englewood.

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American METAL CAP COMPANY

Brooklyn
Branches in the following cities:
Chicago
Cleveland
Detroit
St. Louis

Brooklyn
Mew York
San Francisco
Los Angeles
Portland
Seattle

Louisville



It's not necessary to sacrifice beauty for efficiency when you Amerseal your product. Amerseals may be had in models of distinction, harmonizing with the most beautiful containers, yet retaining all the features that have made the Amerseal the perfect "Sealand-reseal." The Garden Court lotions and cold creams, in exquisite containers sealed with the Amerseal, are found upon the dressing tables of women of distinction and refinement everywhere.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container—making an absolutely airtight closure, easy to open and as easy

to close.

The Amerseal can be profitably lithographed. Most representative manufacturers who use the Amerseal for their containers take advantage of this feature. They realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

() rations assistant

garden Court is Amersealed

It's an Ill Wind That Can't Be Advertised

Adversity Is Not Only a Good Teacher but Sometimes an Equally Good Source of Advertising Copy

By Dana Hubbard

NE Christmas night two or three years ago a couple of cracksmen blew the safe of a Kansas automobile dealer. way of adding a dash of novelty to their professional Santa Claus stunt they took with them two important lists besides the cash in the safe. One of these was a list of 2.500 customers of the firm and the other a list of several hundred prospects on whom the salesmen had been working.

It was a bitter pill, but the dealer gulped it down with apparent good grace. As soon as he had made connections with the insurance company he called in his

advertising man.

To all intents there was not much to advertise here. Usually when misfortune puts over a stiff punch the business that survives it wants the world to forget it as soon as possible. This automobile dealer figured the situation out differently. In the display columns of his newspaper a day or two later he advertised as follows:

AN OPEN LETTER TO THE SAFE-BLOWERS UNION

Gentlemen: (?)

On Christmas night one of your members, or possibly a gang of them, played Santa Claus, and entered the sanctum of the Yahlem Motor Co., and

sanctum of the Yahlem Motor Co., and playfully tore off the combination from our safe, and in a spirit of childish innocence took the contents from the safe. Possibly your member was not on speaking terms with the cop on this beat and did not care to linger and take chances of meeting him, because in his mad rush to get away he swiped a couple of lists along with \$950. The cash is an item for any union, but no self-respecting fence would give a dime for the lists. for the lists.

One of these lists represented the 2,500 satisfied customers who have bought cars from Yahlem in the past few years; the other was a list of 500 prospects who were recommended to us by our en-

thusiastic customers.

Whereas, these lists are merely a scrap of paper to you, they are the essence of our existence. They mean "Yahlem's Reputation." They represent

a collection of enthusiastic customers who have done business with Yahlem to their satisfaction and who shout Yahlem's praises from the housetops. They are the backbone of a successful business, and without such a body of walking recommendations, a business might as well close its doors.

These lists are worth more to use the

These lists are worth more to us than Anese lists are worth more to us than the money you got, so before you peddle them to other dealers see Yahlem for his reward. Anybody can get money but only Yahlem can make 2,500 friends through the sale of 2,500 cars in two years time.

Therefore, gentlemen, round up your members and talk turkey to them. Upon the return of these valuable lists we will pay you well and no questions asked. Wishing you a prosperous New Year

in your profession we are,
Very truly yours,
YAHLEM MOTOR Co., INC.

Nearly everyone either makes blunders once in a while or runs into tough sledding. How the manufacturer's error of policy or the dealer's bad break of luck is handled, when the worst is known, may be a matter of more importance than it appears at first. That it sometimes has an advertising angle can be gathered from the example just quoted. Yahlem Motor Company, instead of commiserating with itself and trying to hush up the fact that it had been robbed, turned its misfortune into a readable piece of advertising copy which scored a real merchandising point or two at the same time that it made light of the affair.

In the eyes of the customers of a house the manner in which the house does business over a long period of time is the factor which probably counts most in building good-will. With the remainder of the public (and the favorable opinion of this remainder is worth much) countless little incidents and happenings which in themselves are of trifling value sometimes become the pegs on which favorable or unfavorable opinion hangs. If these incidents and

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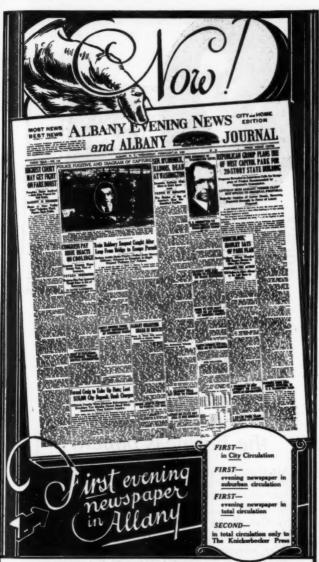
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FASTEST GROWING NEWSPAPER IN AMERICA



Philip C. Gunion has been for a number of years advertising manager of the Hyatt Roller Bearing Co. He is a well known figure in industrial advertising, past president of the National Industrial Advertisers Ass'n., and a past president of the Technical Publicity Ass'n.



A Simple Change From Waste to Economy

From Waste Comment of the Comment of

The other specie directly on the complete performance in the dash-claser are no other man to read pass and old. It is measure to enable end on pure fine that finish limitings are too use per our of other.

The to a copy of the films the films

Mr. Gunion says

"much of the rapid but healthy growth of our company...credited to our advertising in the business papers"

Mr. Gunion is in a position to know. His experience as advertising manager of Hyatt makes his interesting ideas all the more valuable.

We quote from his address to the London Convention of the National Industrial Advertisers' Association:

"Our advertising closely parallels our sales work, and to reach the general managers, the engineers and the designers of companies manufacturing machinery we use the business papers.

1025

"The advantages of business papers for a technical product such as ours, are briefly:

He gives 7 reasons

"1. Flexibility. By the use of publications specifically prepared for definite fields, we can exert the most pressure on the fields where our need is greatest, and we can therefore closely parallel our advertising and our sales efforts at all times.

"2. Direct appeal. Steel mill advertisements are written and presented to steel mill engineers, textile mill executives, and so forth, in each field.

"3. Elimination of waste circulation.

"4. Close tie-up between editorial and advertising appeals.

"5. Close tie-up between the advertising of the companies that use our bearings and our own advertising.

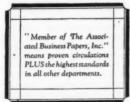
"6. Use of dominant space is made possible by the relatively small cost of space in papers covering definite concentrated fields.

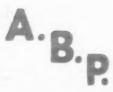
"7. Economy resulting from flexibility, from direct appeal, and from elimination of waste circulation.

"I can truthfully state that much of the rapid but healthy growth of our company in the past thirty years, from the production of a few hundred bearings a week to many thousands a day, can be credited to our advertising in the business papers, and I can safely forecast that the major portion of our advertising appropriations will always be expended in business papers."

Mr. Gunion believes in selecting business papers on a qualification basis. It is significant that a high percentage of papers on the Hyatt list are members of the Associated Business Papers, Inc.

Consult us freely, without obligation, about publications or the fields they cover.





THE ASSOCIATED BUSINESS PAPERS, INC.

Headquarters, 220 West 42nd Street, New York

Over 120 Papers Reaching 54 Fields of Trade and Industry

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happenings are at all likely to be interpreted by the public, the manufacturer or dealer certainly owes it to himself to exercise some sort of control over this interpretation if he can do so through his advertising.

A Fifth Avenue jewelry house began a campaign of advertising a few years ago for a line of manufactured pearls which it handled. The recurring motif of this advertising was that for all practical purposes there was no difference between these manufactured pearls and genuine orientals except in price. The house used what might be termed fastidious copy. No advertisement contained more than a few words-two or three short sentences at mostsurrounded by a generous amount of white space and attractive borders. For its size the campaign was impressive.

One day someone slipped. copy writer's grammar reverted to the days when he thought more of fishing in the creek and less of pearls and advertising copy. Mixing his nominatives and objectives he wrote "I" in his copy where he should have written "me." One of the most popular columnists in New York, who takes an espe-cially keen delight in pouncing on solecisms of this kind, immediately pilloried the advertiser in his newspaper. Some advertisers would probably have felt that the publicity given them in the column was good enough advertising and let it go at that. Not so with Tecla. It irked them a bit, but instead of soft pedalling their mis-take Tecla turned the incident to good account rather neatly and tersely with the following copy:

PRONOUNS and PEARLS

Last week we made a mistake in grammar, using I when we should have used me. Still, like Orientals and Teclas, they mean the same thing.

Tecla Pearl Necklaces with Genuine Diamond Clasps \$100 to \$350.

As is customary with many business houses annually, a printing firm in the East sends out daily reminder pads just before the first of each year to its list of customers. One year two errors

in spelling got by everyone connected with the job. They were caught just before the reminder pads were to be sent out. Now it would have looked pretty bad for a printing house to give customers. for good-will purposes, a sample of its work that was imperfect. Yet it would have been costly to junk the job and do it over again.

Someone hit on the idea of laughing off the error. With each reminder pad a slip was inserted which read:

HERE'S A GOOD ONE

In the pages of this Daily Reminder are two errors in spelling.
Our proof-reader corrected them—but it occurred to us to leave them in and let you find them.
We have a record of the name of each person to whom our Daily Reminder has been forwarded.
If your name is on our record and

has been torwarded.

If your name is on our record, and
if you find the two misspelled words,
and tell us what they are, on or before
December 31, we'll send you with our
compliments, One Hundred Personal
Note Heads, printed in one color, with Fifty Envelopes to match.

The result of this insert slip was to turn a couple of typographical errors into orders. printer gave away some complimentary stationery, it is true, but in return his reminder pad took on far greater attention value than ever before and he actually got some new business through having used his wits to capitalize what looked like a bad blunder.

Sometimes an advertiser wants orders as the direct result of his advertising. Often he is thinking of other goals. For example, the institutional campaigns of packers, the railroads, some of the oil companies and other great industrial organizations have all dug deeper than immediate commodity sales. One reason for this advertising is the fact that business always pays a high price for misunderstanding. In the long run it is sounder economy to make a planned effort that will build good-will steadily, if not rapidly.

As a rule, the chain store enjoys relatively little good-will when compared with the so-called independent store. The latter in recent years has learned how to capitalize its inherent advantages. A long list of robberies this year

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gave the Rogers Stores, a Southern chain of groceries, a chance to advertise in Atlanta in a manner that showed that city how keenly interested they are in Atlanta and its development, and how ready they are to help solve community

problems.

On twenty-one occasions since January I, the Rogers company has had to overhaul stores in Atlanta which have been robbed, replacing broken windows, locks and doors, in addition to the merchandise taken. Early in February, this company bought space in Atlanta papers ostensibly to let burglars know which of its stores might be visited and looted most conveniently. Three stores were suggested to them as good hunt-ing grounds and the company promised that it would leave keys to the front doors of these three stores hanging outside and the lights within burning all night. "So far as we know there will be no one to interfere with you or stop you," said Rogers. "But be Don't take it all. reasonable. Leave us enough goods to begin serving our trade on Saturday morning, until we can begin to replenish our stock. But be careful not to break any of our big windows, or burst any locks or tear panels out of doors. It isn't necessary. Go right in the front way. The key will be hanging handily for you. We have told our managers to leave them within easy reach."

Then the Rogers company put all but the three stores designated out of bounds. It warned burglars to stay away from its 130 other groceries and in the same breath offered a reward of \$1,000 for the apprehension of any person or gang entering and stealing from any but the three stores specified

in the advertising.

AN OBJECTION IS ANTICIPATED

It is easy to see how this matter of making light of the frequency with which its stores had been burglarized might be understood by residents of Atlanta as reflecting on the city's police force. In that event, it might prove a boomerang and have just the opposite effect from the one desired. Instead of getting good-will for the Rogers Stores it would arouse a certain resentment. Just to make it plain that it was not advertising to ridicule anyone, the Rogers company frankly commended the Atlanta police department in its attempts to perform a job for which it was undermanned.

The advertising announced the Rogers Stores' readiness to be one of a hundred Atlanta business firms to give \$5,000 each for a bigger police force. Said the company in a manner calculated to salve any fancied wounds to civic pride occasioned by the earlier statements of the advertising, "Atlanta is a big, growing city growing perhaps much faster than we who are associated with her day after day can realize. She has always had the best and she must always have the best. . . . We love Atlanta just as you love Atlanta. It isn't pleasant sometimes to talk about our troubles, but when a situation rises that requires just a little thought, a little getting together, a little money to wipe out and keep Atlanta on the high plane she always has been and will always deserve to be, it ought to be easy to fix the remedy.

"If the City of Atlanta is unable to meet this situation—unable with its finances to employ enough policemen to give adequate protection to its citizens—we will be one of 100 concerns in Atlanta to put up \$5,000 each, to be used for such purpose. We are willing to loan this sum, if the city would prefer to borrow it, or we will make it a straightout gift for the

city's protection.

"Either way will suit us.
"But let's have protection."

This advertisement, which occupied two-thirds of a page in several newspapers, stirred up Atlanta. News stories relating to it were printed in many sections of the country. The Rogers Stores quickly and in a spectacular manner registered themselves as ready not only to help out in community affairs but to take the lead in this case. Nothing short of their misfortune could have given them

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UNDER A YEAR and over a MILLION!

With the February 28th issue Liberty's net paid circulation passed the million mark.

LIBERTY'S weekly sale is 99½% newsstand. No premiums to subscribers, no clubbing offers, no price cutting or other circulation crutches. Think of what unfailing editorial precision it takes to stand, week after week, this acid test of 99½% newsstand sale:

Liberty fits the times!

More than a year prior to the first issue Liberty editors analyzed the reading tastes of the average American and the conditions under which he—or she—reads.

Back of this analysis stood 77 years of successful publishing. Out of this analysis came Liberty's editorial plan. Subject matter, treatment, physical appearance, type of appeal, makeup,—so well conforms to present day needs that in ten months time a million copies of Liberty are receiving weekly welcome.

Liberty is written as the average American lives. Liberty fiction is vigorous and lively—but it is clean. Its articles on sports, politics, questions of the day, etc. mesh with the problems and ambitions common to all of us.

The editorial content of Liberty is purposely concise. Stories and articles are cut to fit—not padded to fill.

Liberty is easy to read. Notice the clearer, larger type and the narrower column width.

Advertising in Liberty surrounds a product with more selling influence, because Liberty is enjoyed by the whole family,— the buying unit of today.

Liberty's makeup means greater visibility. Every story or article is completed before another is begun. There are no "carry-overs" into an advertising jungle in the back. This makeup is far more expensive—but it means thorough reading. It makes the advertising do more work!

New Advertising Rates

Liberty advertisers who contracted for space in anticipation of rate adjustments are now receiving from 300,000 to 500,000 excess net paid circulation—velvet! The cost of printing Liberty, with its beautiful illustrations and exclusive coloroto printing, is so great that a 300,000 increase in circulation makes imperative the announcement of new advertising rates.

Advertisers have until midnight, March 21, 1925, to buy space in Liberty at the present rate, which is based on 700,000. Effective with the April 25th issue of Liberty the new advertising rates will apply.

6 Liberty A Weekly for Everybody

At all newsstands

7 So. Dearborn Street
Phone, Central 0100

NEW YORK 247 Park Avenue Phone, Vanderbilt 7489 LOS ANGELES 406 Haas Building Phone, Metropolitan 3172

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such an opportunity to disarm the critic of the chain store who contends that it takes money out of the community without contributing to its development. The Rogers people had the nerve and ingenuity to turn their losses through burglary to distinct advantage.

In the minds of some advertisers, the one and only thing that printers' ink should be used for is to proclaim their own greatness to the world. Because he is different from this thundering herd, if for no other reason, the advertiser who can laugh at his errors and his mishaps carves out a greater prominence and individuality for himself when he refuses to don the sackcloth. Edward S. Jordan and the Wills Sainte Claire people have advertised themselves and their cars all the more effectively, it is rather generally agreed, for having ingenuously and goodnaturedly acknowledged the merits and salability of their competitors'

Supremacy of one kind or another may be an ideal thing to advertise, but it comes a long way from being the only worth-while advertising material. The manufacturer or merchant whose wits are keen enough to dig up something to advertise even in his own adversity has taken a long step toward gaining back the lost ground.

Adversity is a good teacher, some old Roman is said to have remarked. Better than that, it and its near relations are the ore from which some of the most readable advertising copy has been and can be milled.

General Petroleum Corporation Extends Distribution

Distribution of General gasoline which was first placed on the market in the Northwest last year, is being extended into California by the General Petroleum Corporation, San Francisco, producer, refiner, and distributor of petroleum products.

The advertising of General gasoline in California will be directed by the San Francisco office of N. W. Ayer & Son. The Izzard Company, Seattle advertising agency, will continue to direct the company's advertising in Oregon and Washington. Newspaper and outdoor advertising will be used.

Mill Taxes Levied for Florida Advertising

C OMMUNITY advertising in Florida is no longer an experiment. It is no longer considered a luxury. It has become as necessary to many counties and cities in that State as their road improvements or other progressive expenditures. Mill taxes are levied for community advertising in more than a score of Florida cities and half as many counties. Many others make appropriations but not on the mill tax plan.

Each town or county in the State that makes a millage levy has secured a special bill from the Legislature empowering such action. The usual tax is two mills. The maximum that has been authorized is four mills in Monti-Daytona and Eustis levy cello. three mills. St. Petersburg, on an assessed valuation of \$68,000,-000, levies a tax of 2.5 mills. Jacksonville has an assessed valuation of \$75,104,000, and appropriates \$76,000, but not on the mill tax basis. In most instances the funds are spent by a commercial organization, but in some cases are spent by the city officials.

Other towns levying mill taxes for advertising include:

Avon Park, Clearwater, Fort Lauderdale, Fort Myers, Frostproof, Lake City, Lake Wales, Melbourne, Miami, Miami Beach, Mount Dora, Orlando, Palatka, Sanford, Sarasota, Tampa and Vero. Counties making village levies include Broward, Dada, Hernando, Highlands, Hillsborough, Lee, Nassau, Orange, Sarasota, Seminole, and St. Lucie.

Advertising appropriations are made, although not on the mill tax basis, in the following towns:

Fernandina, Haines City, Jacksonville, Leesburg, Madison, Ocala, Pensacola, Sebring, and Stuart. Counties making appropriations in the same manner include: Duval, Escambis, Hendry, Madison, Marion, Putnam, and Winter.

Joins Detroit Advertising Service

Miss Edna Earle Lynn, recently in charge of direct advertising for The J. L. Hudson Company, Detroit, has joined the staff of Florence E. Cox, who conducts an advertising and merchandising business at Detroit.

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WHO'S WHO

IN NORTHERN

RHODE ISLAND

Viz: That thickly populated Section north of Providence

The Verdict in this case is rendered by a most competent Jury, comprising

75 Providence Advertisers

who ran in 1924 over 2,500,000 display lines in

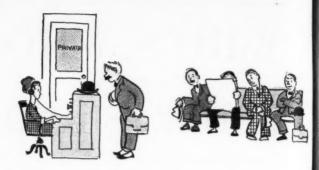
The Pawtucket Times

Net paid Circulation 27,200 During January, 1925

National Representatives

Gilman, Nicoll & Ruthman

New York Boston Chicago San Francisco



"Old Fashioned Ideas"

Said the Advertiser

TRANGE to say, there are certain advertisers in the homefurnishings field who have a reputation for being "hard-boiled." When such individuals sign their names to the lower right-hand portion of a contract for space there is much rejoicing.



The symbol of True Service In the Furniture Field One in particular was the bane of every salesman's existence. Alibis as to why his product shouldn't be, couldn't be, and wouldn't be sold and advertised to the furniture and homefurnishings store were legion.

Finally he decided to give it a try. He started out to buy space at his own price and dictated his terms. Every business paper in

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nd in the field was at his door. He had never known before that so many "best" papers could exist.

"Old-fashioned ideas," he retorted when we explained our policy which made puffs, free reading notices, paid "write-ups" and rate concessions impossible.

"Perhaps," we said, "but your own judgment and experience tells you that this policy is right and that a business journal of such character is the one that will get your message across to the trade."

When the smoke cleared away *The Furniture Record* was the only business publication in the field on his list—twenty-four pages in color.

Since then he has duplicated this first contract and results obtained indicate his experience will warrant another renewal in the near future.

Yes, there's a moral. Old fashioned ideas and an organization composed of young minds is an unbeatable combination. It is one of which you may well take advantage if your merchandise goes to furnish the home. We'd like to tell you more about it. May we?



The Periodical Publishing Company publishes The Grand Rapids Furniture Record, The Furniture Manufacturer and Artisan. The American Funeral Director, Services for the retail merchandiser and conducts the National Retail Furniture School.

The Grand Rapids FURNITURE RECORD

Published by the Periodical Publishing Company Grand Rapids. Michigan, U.S.A.

A. B. C. — A. B. P.



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NOW

The Only Morning Paper in

Reading, Pennsylvania

Population over 110,000

Reading Times

Mornings except Sunday

A. B. C. member. Line rate 5 cents flat.

The oldest newspaper in Reading, published continuously since 1858.

Owned by John H. Perry, whose papers pay the publisher by paying the advertiser.

With the morning field in Reading no longer divided, the Times provides better value than ever.

The Times is the only Reading newspaper for real merchandising co-operation.

Represented by

E. Katz Special Advertising Agency

Publishers' Representatives

Chicago Atlanta Kansas City New York San Francisco Simple Application Blanks Supplemented by More Hard-Headed Judgment Would Lower Turnover

By Amos Bradbury

WHEN one considers all the modern scientific tests, trick questions, and charts used in hiring new salesmen, it seems impossible to add much that is new.

1925

However, it occurred to me to talk to some of my more hardboiled business friends and inquire if they had all adopted the present-day psychological tests and accepted them as final and unerring guides, when they were adding a new man to the pay roll. One of these men is an officer in one of the largest chain-store organizations in the world. He gave me an idea at the very start which I find many executives of the extremely practical school entertain concerning the hiring of new salesmen.

His concern, he pointed out, picked locations on busy streets where many people passed. As a result they paid large rentals. High rents mean that space must

be used economically.

This executive said: "We have one man who interviews all applicants for jobs, and he is a good one. He picks them on how they look, how they answer three questions that any customer might ask, and how much they weigh. With the rents we have to pay every square inch in each store is Our picker of salesprecious. doesn't care how much psychology a salesman knows if he weighs more than 190 pounds. He would take up too much room where every inch counts."

He told me this to prove the point that what the man is being hired for-the exact requirements of the job-counts for more than any general rule as to whether he left grammar school at twelve or was thrown out of Harvard for unnecessary roughness when his age was twenty-three.

This chain-store executive has better jobs to fill than merely that of retail clerk. He is a director in three manufacturing companies. In one of them, he is an active executive and makes it a point, he told me, to take lunch with every prospective salesman passed on by the sales manager. "This company," he said, "makes a long line of products which are sold by our salesmen to approxi-mately twenty-five different industries. The man who sells successfully for us must know how to help his customer use our basic materials in the product he makes. As I have figured it out, our men must go through four steps to make a sale:

1. Show a real interest in the customer's needs.

tomer's needs.

2. Create in his mind a picture of just how he can use the items in our line best fitted for his use.

3. Help him work out a formula or

problem.

4. Make it difficult for the prospect to say no to the idea which has been offered for his use.

"By the time I meet the man, his personal appearance, technical knowledge, and selling ability have already been studied. I always have with me, at such luncheons, one or two problems which have been put up to our research department by customers. During the course of the luncheon I ask the salesman, casually, how he would answer questions of this sort. I remember exactly how he handles the questions. I judge the salesman's answers on the basis of the four principles of a sale. Later, I check up the soundness of his replies with the head of our research department.

"This method has been successful. It gets for us men who have technical knowledge which they can use promptly when a quick question is popped at them. My plan has two other advantages. It helps us solve our big problem of linking the laboratory closely with the sales force, and it keeps me informed as to how practical the laboratory is.

"Pick men who can fit the specific job you have for them to do, is my principle. It has worked out admirably with us."

Another executive I know, who hires all the men for an automobile accessory manufacturer, tells me that as a result of his long experience in hiring men he has come to rate personality, intelligence and executive ability far higher than education. He looks for men who have educated themselves by reading. The age he has found best is thirty-two. This is based on a study of past records.

He uses a form but it is extremely simple. The age 32 is 100 per cent. The applicant's age is graded five points down for each year above or below this figure. The other qualities each rate twenty points maximum.

What do you read? This is one of the questions under "Intelligence." Executive ability is defined as the ability to get facts, to plan logically, and to reach conclusions promptly. How much, and in what manner, a man is saving money, and how he would answer the objection: "Your price is too high," are the questions asked under this head.

This executive uses his simple chart more as a memory help than as an infallible method of getting his man. As he told me: "The last real star I hired was 39 years old, was a college professor before he came with us and wanted to sell because he hadn't been able to save a nickel on his professor's salary. I hired him because I could remember almost every word he said after the interview. He had the quality of saying things clearly and interestingly and making what he said stick. He made good with us in a big way."

A chart, this man told me, if it is to predict a cycle in business

or to help hire a new man, must always be disregarded in the light of exceptional conditions or individuals. That is where so many chart hounds make a mistake. He also told me that it has proved advisable to change the ratings on his chart to conform to local conditions in different territories and that he had come to place greater importance upon a prospect's physical condition. His men have to make long jumps, spend time in small hotels and sleepers and the most intelligent man, if he has a poor digestive apparatus or jumpy nerves, won't make good. "I am going to add a physical notation to my application blanks for the future," he told me, "and rank it high on my total. It has been given too little attention in the past. A man's brains won't work right if he isn't right physically.'

This quality is given a definite rating in the Procter & Gamble Judgement Blank which an executive who hires many men sent to me as a good example of a sensible, practical method of recording an interview with the man who wants a selling job. The applicant is asked to fill out a regular application blank giving particulars of his previous employment, education, his methods of saving money, details of any outstanding indebtedness he may have, list of organizations which he belongs, and no less than four questions about exercise and

physical condition. The Judgment Blank is furnished to the interviewer both for his guidance in interviewing the prospect and as a permanent record for the company's files. No notations are made during the interview but the blank is filled completely as soon after the interview is over as possible. The interviewer's opinion on each quality is indicated by making a check on the line to the right of each question. In quality one, for example, which concerns personal appearance, if the prospective salesman is a little lower than indicated by the statement "appearance satisfactory" but not quite

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COLUMBIA

is a member of the A.B.C.

effective January 1st, 1925

NET PAID AVERAGE CIRCULATION

763,978

COLUMBIA

The Largest Catholic Magazine in the World

A National Monthly Published, Printed and Circulated by the Knights of Columbus

Publishers' statement (A.B.C.) for six months ending December 31, 1924, sent on request.

D. J. GILLESPIE, Adv. Director 25 West 43rd Street New York City J. F. JENKINS, Western Manager 202 South State Street Chicago, Ill.

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bad enough for "gives somewhat unfavorable impression" the interviewer puts the check mark somewhere between these two

1.	How	does	hie	animarance	impress	WOH	especially	hin	facial	expression,	nhysian
car	riage	and i	neati	ness?	mpress	you,	copecially	MIG	Incimi	capicosion	Past and m

Creates fine impression	Good appearance	Appearance satisfactory	Gives somewha unfavorable impression	Makes a poc appearance
2. How do ap	plicant's manner	unnoticed	Awkward	Rough and
pleasing			Ill at ease	grating
3. How would	1 1	e applicant's voi	cer	
Disagreeable 4. To what ex	Weak tent does the app	Unnoticed	Agreeable in the conversation	Pleasing on during interview
Takes a leading part	Initiates some poi of discus	nts res	irly ponsive	Hardly more than answer questions
5. Does appl	icant return you	r gaze steadily?	Does he look y	ou in the eye?
Eyes shift continually	Gaze son uneasy		ually urns gaze	Gaze never
6. Has he a g	ood command of	language? Does	he use good Engl	ish?
Talks easily; twide vocabular perfectly 7. How does h		Sometimes at for words—ma common error	ikes	Limited vo- cabulary—uses bad grammar
Denounces bitterly; shows disrespect	Criticizes airs his grievance	opii	tes frank nion pectfully	Mentions their good points; admits own faults
8. What is you	ir opinion of his	character and in	tegrity?	
Absolutely trustworthy	Character high	Character as good as general average	Character somewhat doubtful	Character possibly unreliable
9. What degre	e of determinatio	n does he seem t	o possess?	
Strong deter- mination in spite of difficulties	Shows grit	Shows some determination	Is somewhat easily dis- couraged	Gives up in face of difficulties
	ve evidence of in n responsibility?	itiative? Has be	ever started and c	arried through any-
Strikes out for himself		Shows some	1 1	Waits to be directed
11. What degr	ee of imagination	does he seem to	possess?	
Sluggish magination	1 1	Originates some ideas	1	Full of ideas

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McClure's

has developed the most unusual plan for

circulation-building

ever used in the publishing business!

McClure's Magazine

beginning with the May number, offers guaranteed circulation which represents a startling power to purchase. Progressive advertisers and advertising agents will soon discover the reasons for this.

THE S.S. McCLURE COMPANY

250 PARK AVENUE, at 46th Street NEW YORK CITY

New England — A Great Markor B

New England will purchase a tremendous amount of building and home equipment during Construction projects planned for this year will assure manufacturers of these products a continuous and profitable market.

In addition to new building activity, New England home owners will do much to improve their homes. There are, according to reports, 1,255,964 dwellings in New England; of these over seventy per cent are electrically wired. This means that 456,000 require electrical wiring equipment, and that the 899,000 homes which have current, are prospects for electrical appliances of every description.

New plumbing installation will be made in

Each of the Newspapers here named is a power wi e dec



FITCHBURG, MASS, SENTINE Daily Circulation 11,383 A. B. C.

Population 41,029, with suburbs 110,00 BURLINGTON, VT., FREE PRES

Daily Circulation 12,983 A. B. C. Population 22,779, with suburbs 40,00

LYNN, MASS., ITEM

Daily Circulation 16,486 A.B.C .- 2c copy Population 103,000, with suburbs 125,00

HAVERHILL, MASS., GAZETTI

Daily Circulation 15,400 A. B. C. Population 53,884, with suburbs 100,000

SALEM, MASS., NEWS

Daily Circulation 20,719 A. B. C. Population 43,697, with suburbs 150,000

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thousands of homes. Improved equipment for bathrooms and kitchens will be in demand.

Roofs will be re-covered; houses will be painted; new heating plants and appliances, casement windows, wall board and other building supplies and equipment will be purchased.

Manufacturers of these products cannot afford to overlook this market. New Englanders are progressive and will carry through their building and improvement plans. Tell them of your merchandise through the publications they read, the home daily newspapers.

Here are thirteen outstanding New England newspapers thoroughly covering as many trading zones. Your advertising in these papers will put your message before a large portion of the prosperous New England home owners.

e dealers and consumers in its home community

NEW LONDON, CT., DAY(Evening)

Daily Circulation 12,079 A.B.C .- 3c copy Population 25,688, with suburbs 60,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C .- 3c copy Population 138,036, with suburbs 373,000

TAUNTON, MASS., GAZETTE

Daily Circulation 8,479 A. B. C. Population 40,000, with suburbs 60,000

NEW HAVEN, CT., REGISTER

00,00 Daily and Sunday Cir. 42,171 P. O. Population 165,000, with suburbs 225,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 25,821 A. B. C. Serves territory of 130,000

PORTLAND, ME., EXPRESS

Daily Circulation 27,513 A. B. C. Population 69,272, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,685 P. O .- 2c copy Population 71,000, with suburbs 100,000

WORCESTER, MASS.

Daily Circulation 86,049 A. B. C. Population 193,666, with suburbs 350,000

Write direct for detailed description of each market.

12. How familiar is applicant with modern retail merchandising problems?

Wide retail experience; knows dealers' troubles	Some retail experience; serious student of problems	Has given retailing some thought; has hazy ideas	No experience No knowledge No interest
---	---	---	--

13. How hard do you believe he will work at selling?

the job take things satisfactory systematically sistent, has fairly easy worker worker	May loaf on	Will tend to	Will be	Will work	Will be con-
	the job	take things	satisfactory	systematically	sistent, hard

14. How do you rate his physical fitness for strenuous sales work?

Great stamina;	Good physical	Fair health;	Anemic; sickly;
will almost	trim; energetic;	little reserve	or too fat; can't
never lose day	eyes bright;	energy; subject	stand hard work
from work	skin clear	to minor ills	or bad weather

A sales manager looking over an interviewer's checking on these fourteen questions can form a fairly clear mental picture of the salesman and decide whether he wants to see him in person for further consideration. A salesman who would, for example, denounce his former employer in an interview and air his grievances, gives a far better line on himself than he would by showing how quickly he is able to pick all the vowels from a twenty-eight word sentence or discover the errors in a historical statement concerning Christopher Columbus.

Another manufacturer, who is hard headed enough to keep continually before his mind the fact that he is hiring a man to sell goods, not to teach school or deliver lectures, says that tact and resourcefulness are the qualities he wants most in his men. He knows of no better way to discover these qualities than by asking them informally how they would answer the eleven objections which his salesmen are called upon to meet most frequently.

"It's the customer I want them to sell, not me," he says. "Some of the worst mistakes in hiring men I ever made are traceable to the fact that I picked the men who impressed me most. Consequently, I try never to forget that dealers are interested in totally different subjects than I am and that the man who impresses me favorably may strike them as a highbrow dude. The men who

use the best sense in answering objections to our goods are better men for me than the most delightful and fascinating luncheon companions.

"If they use good sense in answering the usual objections to our line, then I always try them out on an old friend of mine. This old boy has been a hardware merchant for thirty-flve years. He knows how to bark at a salesman, how to 'yes' him out of the place by extreme politeness which is worse than treating 'em rough and how to lose a man by waiting on customers during the interview. If the men I have picked pass that test they are hired."

These days, when so much hiring is done by forms and charts, it surprised and interested me to see how many manufacturers are using what some of the personnel experts would call guesswork, but what I call plain horse sense.

The cost of hiring new men is tremendously high. It adds greatly to the cost of distribution. A little more old-time hard-headed judgment plus a simple chart, a little less mystery and useless motion in what can be made a simple business act, will save time, money, and trouble.

Elected Vice-President of Hazard Agency

Charles B. Howry, Jr., for several years in charge of the copy department of the Hazard Advertising Corporation, New York, has been elected vice-president of that agency. 1925

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PADEREWSKI said IT COULDN'T BE DONE



OUTDOOR ADVERTISING



[Page two of an insert]

PADEREWSKI was asked how often he practiced at his piano. "Every day," said the master. "If I fail to practice one day, I myself can notice the effect upon my playing; if I neglect the piano two days, the critics notice it; If I don't practice for three days the public notices it."

"It is impossible to keep out in front of the field without practicing every day."

Sales and advertising executives realize the futility of maintaining an impression of their goods or service in the minds of purchasers by "spotty" or "one-shot" advertising methods. The competition for attention is too intense. Leadership can be hoped for by the business man who presents his message to his prospective buyers many times, day after day, month after month, year after year.

Where's Pyle's Pearline or Rubifoam or Soapine or Force's Breakfast Food (Sunny Jim) or any of a dozen that quit broadcasting? Think it over!

Poster advertising is the machine gun of the advertising world today. It shoots straight and true to its target—the public. No one can escape its force. The rapidity of its fire is unique.

Modern influences such as the automobile, have made Americans an outof-door people. Nearly everybody spends a part of every day circulating



OUTDOOR ADVERTISING



[Page three of an insert]

about the town, or at least the neighborhood in which he lives. Poster advertising is the great outdoor medium with which to reach a noutdoor public.

Thebrilliant, well-dressed poster in colors tells your story in a pleasing and attractive way; it keeps your product's name before everyone, in any givenlocality, all day every day for thirty days each month! It not only builds favorable impressions—it maintains them when they are built.

The cost of poster advertising is surprisingly low!

George Enos Throop, Incorporated, is the oldest organization in the country devoted exclusively to outdoor advertising. For more than a quarter of a century we have bent every effort to make out-dooradvertising profitable for a limited number of clients the growth of our own business is the best evidence of the success of our purpose.

Every client gets the personal attention and services of the principals of our business. We prefer the satisfaction which comes from serving a select group of advertisers thoroughly well!

We will gladly send to executives, upon request, a portfolio containing interesting information on poster advertising, togetherwith photographs of displays, and experiences of advertisers whom we serve.

GEORGE ENOS THROOP, Incorporated

6 North Michigan Avenue

NEW YORK

CHICAGO

DETROIT





GEORGE ENOS THROOP

An Institution

When outdoor advertising had its beginning as a recognized factor in the distribution of merchandise this organization was doing pioneer work in the establishing of correct principles in outdoor advertising.

It has never faltered in the furthering of this basic advertising necessity.

Here's a thought! If you are considering sampling or store demonstrating (the most costly of all advertising—yet the best) remember that posting will introduce your product, your demonstrators, your reliability, break down resistance, double the efficiency of your sampling crew, and create a friendly feeling with the public.



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Superimposed Text Can Be Entirely Legible

It Is an Exceedingly Delicate Process, However

By a Commercial Art Manager

THERE is a certain man, the active head of a great industry in Boston, who personally supervises and checks up on his advertising before it is run in magazines. And he does this at

the age of eighty!

He does not interest himself so much in illustrations and he admits that he knows nothing of composition and technique. But there is one point upon which he is insistent: The reading matter must be at all times perfectly, boldly legible. Otherwise he will turn the copy down, regardless of its general merits. There is a saying about him which runs:

typography large 'Make the enough and he'll approve of anything." It is recorded that when the account was being sought by several agencies, one of them secured it very largely, because into the large art layouts submitted there had been placed type setups in such bold, black type, that the old gentleman was made instantly enthusiastic. He could "read it without his specs." him that constituted good advertising.

After all, is he so far wrong? The mail-order people assure us that you can pack a single-column, five-inch space with the smallest type that comes, and it will do the business, provided it is good copy. Notwithstanding this, we are all for easy reading and perfect

legibility.

It isn't the question of the size of type used, however, that always stands in the way of legibility. Large type may be used and yet when it is superimposed on an illustration the text will be illegible.

There are, of course, compositions in which it is perfectly possible to use superimposed text to

advantage.

For the most part, these are subtle arrangements, where the illustration flows off into the type space, without any serious damage to either picture or message.

The limitations of a space may make it almost compulsory to do this, in order to show an object

in its entirety.

Then again, the story of the type may be helped out by clever manipulation of pictorial effects, combined with it.

What is meant by "compulsory" illustrative effects as related to

superimposed text?

A Watson Stabilizer advertisement illustrates one of the newer methods and answers the above

question.

Pictorially, this page combines several interesting elements. The illustration has been designed to show the stabilator in place on a car. And the advertiser desired it to be a very large and imposing reproduction of the product.

The stabilator has been worked up in a realistic, full-strength technique, while the surrounding details of a part of an automobile are suggested in the most delicate of gray tones and in skeletonized

outline.

By this process, the stabilator is dominant, although given the benefit of actual placing on a car. Otherwise its use would not be made clear to persons unfamiliar

with "how it works."

But in order to show the stabilator in large size, very little room was left for the showing of the car. The text was rather long, and occupied much space to the left of the page. By allowing the ghost lines of the machine to vignette off and under the block of text, however, sufficient detail is brought into the composition immediately to identify these delicate surrounding lines as the

Mar

front portion of an automobile.

How are such effects secured? There are several technically efficient methods. All of them are perfectly familiar to many artists and engravers. One is to make the layout same size, and to have the type set-up in place on a large sheet of paper. The artist then works right on this sheet, drawing in his illustration and finally painting in the delicate gray parts. But this is a practical procedure only when the type is large and the open areas numerous and of generous proportions. The proof of the type must be absolutely dry. It is easier when the superimposed parts are in sketchy pen and ink.

However, the more popular and a vastly easier scheme is to allow the engraver to attend to the superimposing. It is a mechanical process to which he is thoroughly accustomed—although the expense increases, naturally.

The illustration is made, complete, the gray sections actually in gray distemper paint, or, if desired, in solid black. In the latter case, the engraver cuts them down to the desired tone. One is a combination plate effect, the other halftone, with whites dropped out.

The engraver makes two separate negatives, the type negative, from a proof, set over the illustrative effects, and when the completed, fused product comes from him, exactly the same result has been secured which is obtained from the other exceedingly difficult original, with the artist doing all of the work. It can be stated, therefore, that an engraver can superimpose type of any size or description, in any amount, over any kind of illustration, if he is supplied with the proof—a very neat, perfect proof, with the type black and unsmudged. He can do it in reverse—that is, from black type, produce white text on a dark background.

And here enters another exact-

ing question.

Where either white or black text is used, the background must not jump too pronouncedly from light tones to dark ones. If the

illustration which forms the background has many of these sharply defined differences and contrasts of tone value, the type is wanted to show up equally well on a dark tone as on a light one, and this is obviously impossible.

The difficulty can be overcome, Say you have a photograph of the interior of a factory, and desire to use superimposed white typea few paragraphs of it, in bold display. And suppose the lighting of the print introduces very light patches, here and there, say at a window or on a stretch of wall. Without hurting the effectiveness of the print, the artist can airbrush a delicate tone over the entire picture, or over just the portions where the lights are entirely too obtrusive. Now the white type will show up clearly.

In its original page size, the excellent Stabilator combination of type and shadow lines was not objectionable in the least. In fact, the mystery of the faint car detail back of the text seemed to lend a certain amount of eye interest.

THE HALFTONE TINT

Occasionally an advertiser is confronted by the question: "Suppose I wish to run a halftone tint of some kind up through a mass of type. Can I do it? Will it confuse the text? Is this something the artist must do on the original illustration?"

Again the answer is that there are several methods of safe procedure.

In my own experience, it has invariably been cleanest and best to leave such problems to the engraver, after very complete instructions have been given as to just what result you wish to secure.

Where the halftone tint is not an allover tint, the mechanical difficulties are naturally greater.

As for example: In a series of single-column magazine advertising displays for The Stone Straw Company, figures are shown at the top, in halftone, from wash drawings, and the long space is held together by very large straws which reach from the lips of

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You, Too, Are Paying For Postage You Don't Use

¶ Most of your letters are mailed with about 65% of the postage charge wasted because they carry only about 35% of the weight permitted by a two cent stamp.

¶ Use this free postage to carry definite sales messages, or some goodwill-building literature, in the form of small folders or leaflets. A series of these will prove uncommonly productive. They can be produced at surprisingly low cost. They can be placed in the hands of the prospect without an extra postage charge.

¶ GOLDEN PRINTING SERVICE specializes in this type of Printing for a number of successful advertisers and can be just as helpful to you, whether it be the simplest leaflets in black and white or elaborate folders and booklets done in fine multicolor offset. We are unusually well organized for the soundest economical operation—affording a profit to you and permitting one to us.



GOLDEN PRINTING SERVICE

Where Printing Is An Art-Not A Trade

106 SEVENTH AVENUE, NEW YORK TELEPHONES: CHELSEA 8168, 4042, 4043, WATKINS 4397

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these characters, down through the centre of type set-ups, to a glass of soda at the bottom, or a bottle of milk, etc. The expedient is an illustrative one for more positively unifying the slender column of space.

Then again, it dramatizes the product and makes the straw the most important note in the com-

But the straws are in halftone, and run behind the small type.

If you saw the original of any of these illustrations, you would find that the picture part is one complete unit by itself. typography has been omitted. is set independent of the design, and is superimposed over it, by

the engraver.

The artist could make a complete drawing, with every detail incorporated. He would paste a proof into an actual-size design, delicately paint in the straw, with transparent color, being careful all the while not to introduce any line or tone which would conceal even so much as a letter of the text. Or the type could be set up twice or three times actual size, but in the same type face, and this proof introduced into his original drawing.

Both processes are as exacting as walking on eggs. A slip, and the proof is ruined. Then again, the most difficult of plate-making jobs is made necessary, for it is in combination. Why go to all this trouble when the first-mentioned method is so effective, so sure?

A GUIDE FOR THE EYE

A Tappan range series of single columns placed the product at the bottom of the space, and steam, rising from kettles, ascends gracefully through the type, to the very top of the advertisement, thereby tying the single column together and leading the eye from top to

Exactly the same processes are in order in all such layouts.

One advertiser, in order to elab-orate a clever idea in the headline, suggested delicate gray footprints striding boldly across the page, through the elaborate text, over white gutters and underneath headlines and blocks of reading matter. Yet at no time was legibility destroyed.

You so often see mortises, in which type is superimposed on backgrounds of many different

shades of gray.

FADEAWAY BACKGROUNDS

Occasionally, these backgrounds are graduated. They start quite dark at the top and fade off into "almost nothing" at the bottom of the mortise. A Black & Decker series of quarter pages has adopted this method and the display lines at the top are white, against a quite dark tone, while the text beneath-and there is considerable of it—is black type, on a lighter tone of background gray. How is this produced?

The artist airbrushes or paints in his background as one com-Then the headlines plete unit. are painted in white hand-drawn letters, over the very dark tone at the top. The remainder of the typography is superimposed by the engraver, or stripped in, as the vernacular goes. It is only necessary in setting up the text, to have the design always in mind.

that it may fit perfectly.

Another series of a somewhat similar character introduces a gray tone within the confines of an arrowhead which is outlined only as a mortise for the text.

This campaign was used for Arrowhead Hosiery and it was important, of course, to emphasize that distinctive mortise of the company's advertising device.

Sometimes the engraver can introduce the tint himself, by means of a halftone screen. In this series, however, since the tone was reasonably dark, the original drawing held the tint and the display lines at the top, in distinc-tive lettering, were hand-drawn upon it. The type was superimposed in the conventional manner.

Pie Account for J. R. Hamilton

The Case & Martin Company, Chicago, pie bakery, has placed its advertising account with the J. R. Hamilton Advertising Agency, Inc., of that city. Newspapers will be used.

What Henry Ford Says About Vehicles Applies to Mailing-Pieces

He Holds That a Deal of Waste Grows Out of the Carriage of Excess Weight

HE says: "There is no more sense in having extra weight in an article than there is in the cockade on a coachman's hat. In fact, there is not as much. For the cockade may help the coachman to identify his hat, while the extra weight means only a waste of strength. I cannot imagine

Either you pay the extra postage or you reduce the weight of your mailing piece. There are two ways of reducing weight-the inch method and the ounce method. With the inch method you use a small sheet instead of a large one; leave out a semi-essential enclosure; perhaps sacrifice some (f

your copy.



SOME USES

for a light and compact paper

ALES manuals and data books for Salesmen to carry.

Books which you expect customers to keep in a handy place and refer to frequently. Especially catalogs.

Mailing-pieces for a big list. Package enclosures such as "Directions for Using," which must fit into a small space.

A paper light enough and strong enough for these uses, and having at the same time excellent printing qualities, is now being made. It is

One of Warren's Standard Printing Papers

where the delusion that weight means strength came from. It is all well enough in a pile-driver, but why move a heavy weight if we are not going to hit anything with it? Fat men can-not run as fast as thin men. * * * * A deal of poverty grows out of the carriage of excess weight."*

However this may apply to engineering, it is certainly true of the stamps it takes to carry the extra weight in a mailing-piece.

But with the ounce method, you keep all your copy; you cut down not at all on the area of printing surface; you include the enclosure. You save weight by using Warren's Thintext, a remarkably light but strong printing paper. One advertiser recently saved \$7,200 by this method. Another saved \$8,000. They made this saving by the use of Warren's Thintext. If you are interested, ask us for their names and a complete description of their mailing efforts.

Warren's Thintext is so light that a sheet 25" x 38" tips the scales at less than one ounce.

It is a strong and compact paper. It is practically opaque. Type prints well on it. So do half-tones.

Your printer can secure samples from any distrib-uter of Warren's Standard

Printing Papers.

If you would like to learn more about what advertisers are doing to save space and postage, send for our booklet, "Making it Easy to Plan Printing on Warren's Thintext." Any Warren distributer will supply you with a copy of this booklet-or write direct to the S. D. Warren Company at 101 Milk Street, Boston, and a copy will be sent you at once without charge.

*Quoted from "My Life and Work," by Henry Ford in collaboration with Samuel Crowther.

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Up to this time we haven't let out a

peep!

WITH this announcement the new SMART SET makes its bow in *Printers' Ink*. We've really waited until we had something to say. And now we're going to say it. In fact, we're going to shout it!

We're going to shout about CIRCULATION

The first issue of the new SMART SET—last October—had a net paid circulation of 157,806. The April number, six months later, went to press with a print order of 425,000.

We're going to shout about

Consider such telegrams as these from newsdealers:

Rush five hundred March Smart Set. Dealers need copies badly. Make April order seventy-five hundred. —Peter Ottenstein, Baltimore

Must have one thousand additional March Smart Set making total draw 23,500.

—Chas. Levy, Chicago

Rush five hundred March Smart Set and make order seven thousand April issue.

—District News Co., Washington

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But now we're just about ready to

SHOUT!

We're going to shout about
... A BARGAIN BUY

For you can buy SMART SET now at a rate based on a guaranteed three hundred thousand net paid for \$1.40 per line. You can put in an order for every issue of this year through November. You'll be getting 100,000 extra circulation now and by fall you'll be getting—well, two or three hundred thousand extra is probably putting it mildly.

WHAT D'YOU MEAN SMART SET?

We mean the new SMART SET of the "four million" and not the "four hundred." We mean the smart young people who are the most eager buyers of merchandise. We mean the fastest growing monthly magazine in America today. That is something to shout about, isn't it?



MART SET

R. E. BERLIN, Business Manager 119 West 40th Street, New York

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For Thirty-Nine Years

Since 1886 YOUNG PEOPLE'S WEEKLY has been a dependable friend and a powerful influence in the lives of 200,000 young people. In many homes it is being read by the second generation. In all these years not a single issue has failed to be printed and mailed on time.

A glance at any recent issue—with its illustrated feature page on Winter Sports (or an equally timely subject); its pages of short and continued stories by the best writers; another full page with photographs of things, places and people of current interest; its regular departments and many articles of practical and helpful service—explains fully how YOUNG PEOPLE'S WEEKLY has won the young folks and come to be the "family paper" in thousands of homes.

Such a publication, with such a record, can render unusual advertising service to you in reaching 200,000 homes where the wants and desires of their young people are the big consideration.

YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMILOB, Advertising Manager

Edward P. Boyce, Ronald C. Campbell, 326 W. Madison St., Chicago Sam Dennis, Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

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Common-Sense Management Puts Trailing Specialty into Leader Class

Cutting Out Some of the Frills of Industry Increased Sales

By the Vice-President of a Manufacturing Company

THERE comes a time in the history of every business when it either goes ahead or starts to slip back into the rut of the commonplace "almost" success. No individual or establishment can long stand still. The business, like the man in it, must get on or

get out.

Up to three years ago, our business, which consists in making and selling a proprietary article in a highly competitive field, was one of several hundred trailers four leading concerns which were going ahead fast. Today, ours is one of the five leaders. We and two others are making the greatest strides in increasing sales and influence. When the income tax figures were published last year several of my friends called attention to an extra zero on the end of mine which they thought was a misprint. But it wasn't. We started making real money from the time we ceased being business copy cats and changed our business policy to conform to common sense and less to what other people were doing.

In talking about some of the changes we made I am not attacking the policy of the small business which adapts an idea used by a big business in its own or another line. I consider this a logical and progressive policy. We are continually doing it. What we did was to give up the policy of doing a thing just because somebody else did it—of trying to copy the big fellow instead of adapting his idea to the peculiarities of our item and individual problems. We started on the wrong foot, perhaps, because my partner had previously been a member of a large organization

in our field and had been accustomed to seeing things done on a big scale. I was green to the business and thought some of the frills we have since cut out were essential. Doing what the problems of our own business demanded instead of doing things because they had always been done that way lifted us from the trailers in the dust at the back of the procession to a position well up in the lead. We made all our changes at approximately the same Some of them may seem revolutionary. They worked exceptionally well in our particular business. While I don't recommend them as cure-alls, I do think they will work well in other small businesses which want to grow quickly and consistently and are faced by similar problems.

One of our problems, for example, was to sell our product at a real profit, after we paid the costs of distribution. With only one product to sell, the traveling expenses of our salesmen constituted a serious item. Our sales force had been built up from all sorts of raw material. divided the country into territories, traveled our men to all the distributors, made them set up window displays, help in improving storekeeping methods, sell our advertising plans and do all the other things which salesmen for a concern with fifty or sixty items are expected to do. And the cost for a room and bath or the fare Brooklyn to Chillicothe, from Ohio, was no less for us than for a concern with a full line of products to help bear the total ex-pense. In certain territories, with distributors far apart, our sales expense ate up our profits. Then we made the decision to do things

Mar.

our own way instead of the way they had been done before.

In congested territories where cities were close together, we maintained our own sales force, or as many of them as would agree to live in the territory to which they were assigned. This last proviso saved us expense but lost us more than half our force. In territories with cities far apart, we decided to sell through sales agents who carried two or three non-competing, advertised sold to the same stores that bought our product. We made arrangements with several responsible agents to sell window displays in addition to our merchandise. In all these territories we also arranged with other organizations which specialized on window displays. The sales organization sold goods and took orders for the window display while the other organization delivered the display and installed it. Thus, we had a close check-up and knew at all times how both organizations were working for us.

In Texas, for example, where our own three salesmen had been unable previously to cover the State with any degree of satisfaction to us, we took on an agent working out of the three largest cities, who had a fleet of thirtytwo cars and handled five other products in addition to ours. None of his men ever came to our factory or home office to receive instructions on how the product was made or how he should approach the retailer and what he should say to make a sale. We assumed that the men knew how to sell since they had long been selling to druggists. boiled down our advertising portfolio and sent it in the form of a small book to the home address of each one of this agent's thirtytwo salesmen, together with a letter relating to our business and

our product.

We increased our advertising appropriation for Texas as soon as the check up through the window display concern proved to us how much better distribution

we were getting under the new method. Sales there increased by several hundred per cent in a short time. The same thing happened in other large territories. Without disturbing our regular jobbing relations in any way, the simpler method of selling jumped our sales and jumped them fast. The man with four or five lines selling in a State like Texas has got to get down to brass tacks in his calls.

A RADICAL POLICY

Another change we made had to do with the hiring of new men. When we insisted that each salesman must live in his territory we had many resignations. to that time, we had gone about hiring new men in the casual manner so common in many concerns. We had a complicated application blank and we checked a new man carefully to discover his past record. But our system, carefully worked out as it was, dealt too much with the individual and not enough with his general background and fitness for the job. It had actually resulted in haphazard We had several cubs selection. just out of college, three men who had once sold competing lines, a couple of former drug clerks, a former shipping clerk, and a group of men who had sold other products.

One of our men had formerly been a jobber's salesman. It was a study of his sales records and selling cost which led to our new hiring policy. All of our new men were formerly jobber's salesmen and all of them are making good with us in a way which makes it plain that their predecessors didn't know about real selling.

ing.

The reason I think, is obvious. The jobber's salesman in most lines is handed the difficult combination of many different lines and items over which to divide his time and enthusiasm, a large number of calls to make and very little advertising help in the ordinarily accepted sense of the word. While some of the items

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THE BIGGEST PAPER of ITS SIZE in AMERICA



—So says L. G. Foster, Commissioner of Markets for the State of Wisconsin.

The Janesville Gazette is not a farm paper. It is a metropolitan type of newspaper with a healthy overflow circulation in the rich Janesville farm field.

The Gazette Farm Feature Department, devoted exclusively to the farmer and stock raiser, is unique among daily newspapers. Being one of the very few departments of this kind in America, it has earned for The Gazette

a host of prosperous farm readers throughout southern Wisconsin, one of the richest farm and dairy districts of America.

Advertising schedules in the Janesville Gazette perform a double service. They cover with practically 100% efficiency not only the rich Janesville city market and twenty-two other towns and cities in which our own carrier delivery service is maintained, but also overlap into the farming districts of a 30-mile trading area.

Include Janesville on your schedule

H. H. Bliss Publisher



Thos. G. Murphy Adv. Mgr.

% JANESVILLE DAILY GAZETTE

Weaver-Stewart Co., Inc., Eastern Representative, Metropolitan Tower, New York



Weaver-Stewart Co., Inc., Western Representative London Guarantee Bldg., Chicage

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he carries may be nationally advertised, jobbers are not liable to instruct their men on how advertising can help retailers, how it cuts down the cost to the consumer, etc. Take such a man and give him one good product to sell, back him up with some window displays and other dealer helps, give him real consumer advertising in his territory and he is likely to become a world beater. From now on every salesman we add is going to be a carefully picked jobber's salesman who has been used to hard work, long hours and to making a large number of calls each day. We now have fifteen such salesmen. Their sales records make previous figures in the same territories appear positively ridiculous. Since I know the other salesmen weren't naturalborn loafers, I am led to believe that picking new men from the ranks of jobber's salesmen is the soundest sort of business policy so far as we are concerned.

Another one of our changes of policy was the assassination of another sacred cow of business practice. We suddenly killed off the annual sales convention. Formerly we made quite a fuss about our convention. All the men were brought in from the various territories and part of a floor was hired at a New York hotel. A series of meetings, dinners and inspirational talks was held during the time of the convention. the big dinner the advertising plans for the year were announced and the new sales quota set. In addition to the addresses of the president and myself, speeches were made by two or three men from the agency handling our account and at least two real spell binders were secured especially for the occasion.

The method of setting the sales quota was typical of the inspirational quality which permeated the entire convention. The salesmen were well fed and fully enthused. Then we let them set their own sales quotas. After the inspirational stuff, the would ask the first salesman "How much increased business

do you expect, Mr. Thompson, to produce in your territory this year?" There in the private dining room surrounded by good food, good music and what some people call good fellowship, Bill Thompson would rise to his feet in his new dinner coat and make a snappy speech in which he went on record to say he would ex-ceed last year's sales by 25 per cent. Not to be outdone in this opportunity to appear to such good advantage before the officers of his company, the next salesman would get up and go the previous speaker one better. would guarantee a 30 per cent increase in his territory. It was more like an auction than a scientific attempt to figure out a logical percentage of increase based upon conditions in the territory and possible sales volume.

No sane retailer gives a man an order because the salesman wants it so he can exceed his quota.

A \$14,000 SALES CONVENTION

It was the consideration of such obvious truths which induced us to dispense altogether with the annual sales convention. Our last one, held in 1921, lasted four days. When we came to count the cost and took into consideration the time lost from the salesman's main job of selling, traveling to the convention and back and the \$2,000 we gave in prizes to the men to make them approach their self-set quotas, we came to the conclusion that the convention cost us approximately \$14,000. That was too much. We substi-tuted for the annual convention three things and saved money. We issued a sales bulletin of ideas, improved our package and added more local advertising. Then last year we started a custom which I think is going to work out well. Just before the man and his family-for practically all of our salesmen are married-starts on a vacation we slip him a little extra check, if his work has been good. That puts him in a cheerful frame of mind. It results in a talk at home about the busi1925

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100,000 Free Circulation

For four months we have given an average of more than 100,000 circulation in excess of our guarantee.

We will easily reach our new million circulation guarantee months in advance of January 1926 when the new rate takes effect.

Better take advantage of this circulation bargain. At least 950,000 circulation this Fall for \$4.50 a line.

This is the time to win the small town market.

This is the way to do it.

People's Popular Monthly

Des Moines, Iowa

Graham Stewart

Carl C. Proper
Editor and Publisher

Lane

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THE only publication of standing reaching at least one senior officer in every bank in the United States and Canada. Cl The lowest rate per page per thousand in the bank field. CI The strongest editorial following of men who do the actual buying for banks. C That is why The Burroughs Clearing House is used month after month by such advertisers as Kardex, General Motors, Westinghouse, Rand Company, Inc., Flexlume, Chevrolet, Addressograph, Hoover Body Co., Library Bureau and McBee Binder Co.

> Write For Rate Card Today

The Burroughs Clearing House

Second Boulevard Detroit, Michigan
Published monthly by the Burroughs Adding Machine Company

ness and that is the most valuable sort of business talk I know about.

At about the same time we simplified our credit department; cut out some waste there and made the salesman more responsible than he was before for credit conditions in his territory. It became known that we would rather have a man miss a train out of town than fail to collect a good-sized account.

Then we changed our policy so that we gave almost every retailer who wanted the opportunity to buy, a chance to stock a small amount of merchandise. If a retailer didn't put in a display we didn't try to resell him. Our more liberal policy increased small losses, perhaps, but the retailers who wouldn't move our product didn't get us for much. Besides the plan has helped reduce selling costs so as to yield us a larger

net profit. Please understand that the simple changes indicated are not the only ones which have brought us into an important position in our field. We simplified our advertising policy to conform with our simplified sales methods. We bought larger space in the strongest publications. My argument is that if we had continued to give so much of our time and attention to apparently important parts of our business which could be so simplified that they ceased to take a large amount of time and thought, we would not have had time to look at the final goal we

wanted to reach. When we started to cut out some of the frills it became a habit for us to consider everything around the shop from a new viewpoint. We ceased doing things that we had been doing just because they were a habit. Every course of action in our policy was taken down from the shelf of habit, dusted off and carefully examined to discover if it was necessary, economical, and the most logical thing for us to do to meet our own individual problems. This new habit of mind which we have adopted may seem like the most obvious and simple

"Punch"

SELLS MOTOR CARS

THE following appreciation of the value of "PUNCH" for the advertising of Motor Cars has recently been received from a regular advertiser in "PUNCH'S" columns:

"'PUNCH' is the only paper which in my experience I have actually known to be carried under an enquirer's arm when such enquirer was calling on an advertiser therein. Recently this has occurred many times, the usual remark being, 'I want to see this...' and being accompanied with an indication of the advertisement in question."

People who buy cars buy lots of other good things, and so it has become an axiom that "PUNCH" is the supersalesman of all kinds of high-class commodities and service.

Already all space is sold in many issues throughout 1925.

Advance Booking is Always Essential.

MARION JEAN LYON
Advertisement Manager, "PUNCH"

80, FLEET STREET LONDON, E.C. 4., ENG.

Ma

sort of mental process to the man who hasn't gone into the matter But I would like to thoroughly. go on record to say that if it were to be adopted tomorrow by several small businesses I am familiar with in many different fields, they would find that their net profits would start to increase and that is the purpose. I have been led to believe, for which most people carry on a business.

A Station Owner's Viewpoints on Broadcasting

WILLARD STORAGE BATTERY COMPANY CLEVELAND

Editor of PRINTERS' INK:

It is a regrettable fact that the art of It is a regrettable fact that the art of broadcasting has been very largely developed by people neither directly nor indirectly concerned with the radio business. This condition, we believe, is one which time will change, as it is rather difficult for us to see how a firm which has no direct interest in the business will be able to obtain a sufficiently large volume of either visible or invisible benefit to warrant the constantly arising expense of maintaining a broadcasting station.

For ourselves, we have a direct in-

For ourselves, we have a direct interest in the radio business and count the daily mail of the broadcasting sta-tion as an extremely valuable asset in the sale of our radio storage batteries. Our daily mail at the present time is running between 500 and 600 letters per day, while we receive on an average of about 300 telegrams during each period that we are on the air.

These names we consider to be a pros-pect list for our product, for one thing we are quite certain that they must have a radio set of one kind or another and if so our product is available for their use. We handle these names in exactly the same way as we would handle any the same way as we would handle any other list of prospects, that is, they are referred through our branches to our dealers and every urge is put upon the dealers to personally see those people who have written to WTAM. The percentage of sales which result is extremely favorable.

We feel that because we are very definitely a part of the radio industry—that everyone whom radio reaches it.

that everyone whom radio reaches is either a customer of a prospective customer of ours—that we can charge to our advertising budget the cost of operation of a station of such power as we believe meets our needs. The entire cost of the operation of WTAM is charged against our advertising budget. We can well imagine that those people having a heavy investment in a broadcasting station who see no definite returns look upon the cost of operation of the station and wonder who is going to pay for broadcastings.

WILLARD STORAGE BATTERY COMPANY, S. E. BAIDWIN. that everyone whom radio reaches is

DVERTISING COMPANY



Walter W. Hoops

David C. Thomas

WHAT every seasoned advertiser wants in an agency: direct contact with able, experienced principals plus the service of a competent, complete organization. You get that here.

17th Year

9 East Huron Street Chicago, Illinois

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The Pictorial Review Company

Publishers

Seventh Avenue and Thirty-ninth Street New York

March 6, 1925.

MR. PAUL BLOCK,
Advertising Director, PICTORIAL REVIEW

Dear Mr. Block:

You will be interested in knowing that, while the final figures for the February issue cannot be absolutely determined until about a week from now, the data for all practical purposes is now complete. After making a generous allowance for all possible further deductions the actual circulation shows about 2,203,000 net paid copies. This figure may vary one or two thousand either way but probably not more than that.

Sincerely,

B. A. MACKINNON,

Director of Circulation.

PICTORIAL REVIEW

now has 0ver 2,200,000 net paid circulation

A New Market and Advertising Rescue a Three-Time Failure

This Plan Made a White Elephant Change Its Color

IN a period of three years, the restaurant in the Stroh Building at Detroit failed and went out of business three times. Then, when it had earned a reputation for being a white elephant it was converted into a popular success and a money maker.

and a money maker.

The Stroh Building is not near the principal shopping district of Detroit. It stands close by several of the city's leading hotels. Probably because of this matter of location, the restaurant's proprietors always tried to sell it to Detroit as an aristocratic rather than

a popular place.

When Lester Briggs took over the restaurant, those individuals who knew of his venture predicted that the fourth year of its operation would show nothing more than a fourth failure. Why, they asked him, did he choose to flirt with bankruptcy after several years of success in the restaurant business?

"This place has failed because it wasn't handled with sound business sense," Mr. Briggs replied. "It has worn an exclusive air and that air has succeeded in frightening away the great mass of poten-

tial customers.

"My plan is very simple. I am going to make it perfectly clear to Detroit that the stenographer and the clerk can not only afford to eat in my restaurant but can actually save money by frequenting it. There are several clerks and stenographers to every minor executive. There are several minor executives to every major execu-Whether the Rolls-Royce crowd eats at my place or not does not interest me much. I want the mass business-the 70 or 80 per cent. Give me their patronage and this restaurant will succeed."

Mr. Briggs took over the restaurant in September, 1924. Since that time, each week's receipts have exceeded those of the preceding week. He has been a consistent advertiser from the start,

his space on several occasions running to full newspaper pages. Unusual copy used according to a prearranged schedule; merchandising ideas borrowed from all sources; the cutting down of every possible likelihood of friction at the points where the customer comes into contact with the restaurant's personnel; new prices, higher standards of service and quality food, all contributed to the restaurant's new lease of life.

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Former proprietors had concentrated on night business, appealing to dancers. Briggs first concentrated on the job of making his noon, afternoon and evening trade build up a paying volume which would take care of his fixed overhead expense. In two or three weeks, he had assured himself of trade enough to maintain the business while he went about selling his restaurant to Detroit as a place of entertainment at night. Just about two months after he had taken over the restaurant, Briggs began using full pages in one of the Detroit newspapers.

Instead of advertising in a matter of fact way, he made his copy read: "Written to the Kind of Girls Men Don't Forget. To the Fine, Wholesome American Girls Who Like to Dance and Dine." In his third full page advertisement Briggs apparently wrote to the husbands of Detroit. He wrote to them but at their wives. "Why Should It End with Marriage?" he asked in his headline. "Let her know you regard her as more than a cook and a housekeeper-show her that in your eyes she's still sweetheart of pre-marriage days," the copy suggested. the queen of your home be a queen outside once in a while. . . . Come at 9 p.m. and stay all eveningand don't feel obliged to constantly order food or soft drinks. We want you to have a good timeand we're not money hungry."

These three advertisements were

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Five (5) Years Comparison, Display Advertising

SYRACUSE, N. Y., NEWSPAPERS

HERALD (DAILY & SUNDAY)

1924 9,392,495 lines 1919 9,363,396 lines

29,099 lines—GAIN

DAILY HERALD (6 days only)

1924 6,733,363 lines 1919 6,446,867 lines

286.496 lines—GAIN

JOURNAL (6 days only)

1924 6,561,737 lines 1919 7.486,703 lines

924.966 lines—LOSS

POST-STANDARD (DAILY & SUNDAY)

1.899.037 lines—LOSS

POST-STANDARD (DAILY 6 days)

1,354,031 lines-LOSS

THE SYRACUSE HERALD

E. A. O'HARA, Gen. Mgr. GEO. N. GRAHAM, Adv. Mgr. SYRACUSE, N. Y.

Special Representatives

PRUDDEN KING & PRUDDEN
New York Chicago Seattle

Boston

Chicago Seattle San Francisco Los Angeles

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Era of Intense Activity Coming

Secretary of Labor Davis Indicates Next Few Months Will See Big Industrial Revival in Altoona.

Building Operations To Be Very Extensive.

Projects in View Give Promise That Unemployment Conditions Will Give Way to Labor Shortage.

Investigations made by departmental agents, he declared, justified the prediction that with the advent of spring the resumption of work on projects held up by severe winter weather will absorb all available workers and perhaps cause a shortage in a number of important lines.

Altoona is waiting for your products, but unless the people know about them they will buy something else. The ALTOONA MIRROR has a circulation of over 27,000 daily, going into 95 per cent of all the homes in Altoona and Blair County.

Write to the advertising department for further information.

The Altoona Mirror

ALTOONA, PA.

Business Direct

then reprinted in reduced size in another full page and Briggs offered \$500 in prizes for the best letters on the effectiveness of their appeals.

These four full pages constituted what might be considered Briggs' re-introduction of the Stroh Building restaurant to Detroit. He followed it up with smaller copy which appears on a regular schedule with layouts and hand lettering that makes it stand out. The copy has employed a rather remarkable change of pace. Briggs has used cartoons, and on occasions, a piece of copy set in newspaper editorial style.

It is in the manner of sizing up his problem and in carrying out his program that other advertisers may find some hint of value in Briggs' methods. At the bottom of the quick acceptance and business growth of Briggs' restaurant lies a recognition of the trite but still serviceable apothegm that business success is most often built on the product or service that is made easy to sell. Three proprietors had tried unsuccessfully to sell the restaurant as an exclusive dining place but as such and in competition with the best Detroit hotels it was too difficult a selling job.

Building up a sizable volume of business, in this case, meant forgetting the exclusive trade and going after the great middle class which invariably wants good merchandise when the price demanded represents fair value. Evidently, the only method of talking to this desired patronage which was commensurate with the size of the undertaking lay in advertising and advertising on a rather startling scale.

What the success of Briggs shows, if it can be considered as demonstrating anything, is that the task of the advertiser, whether he be local or national, becomes simpler when the underlying aims are mapped out clearly in advance of any campaign of advertising. The details which follow the building of this framework are important. They must be right or the finished job will never look finished. Yet no matter how per-

Evening Express Portland, Maine

Circulation Concentrated Where You Want It! In Maine's Largest and Best Market

Best Coverage!

Portland, Maine, and its immediate trading zone (within approximately 25 miles) forms the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best markets of its size in the United States

IN THIS ZONE

The Evening Express

has, by far, the largest circulation of any daily paper Comparison of census figures with city circulation of the Express indicates that more than 15 out of 16 Portland families take the Express.

"A Truly Remarkable Coverage"

Most Lineage!

Entire year, 1924 Compiled by De Lisser Bros.

TOTAL ADVERTISING
Express & Sun. Telegram...9,686,608
Lead over other Daily and
Sunday2,308,469

Local Display Advertising
Express & Sun. Telegram. .6,636,577
Lead over other Daily and
Sunday1,241,269

Our Sunday Edition

The Sunday Telegram

has the largest Sunday circulation east of Boston. National Advertising Representatives: The Julius Mathews Special Agency Bostom-New York-Datrois-Chicago fect they may be, they can never be thoroughly effective when the framework is not right.

Broadcasting Left to Outsiders

ELECTRIC SERVICE SUPPLIES Co. PHILADELPHIA

Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

I think you are right in that the art
of broadcasting has been left to people
outside of the radio industry. However,
I think that those in the industry had
a lot to do with legislation controlling
broadcasting, which has had much to
do with the quality and regulation of
the broadcasting.

So far as the general public is con-

So far as the general public is con-cerned, I am inclined to think that they cerned, I am inclined to think that they prefer to have a little advertising mixed in with their broadcasting as it is now being done from a number of broadcasting stations. I see no objection to this, if it is kept under control. A parallel to such a plan is found in the national publications where the reader is very often as much interested in the advertising as he is in the story or advertising as he is in the story or editorial matter.

Another reason in my mind for allowing the large advertiser to pay for broadcasting rather than collecting from the general public to cover the cost of same is the fact that there will be great competition between large adver-tisers to produce the best and most novel programs. It will bring into the

field many more people with original ideas than would be the case if it were confined to one body of people.

I am afraid that if broadcasting is left to one organization, which has money to spend, that the public will not get the full benefit of broadcasting that they would get if a number of big advertisers were vying with each other to secure their names in the mind of the general public.

I have noticed that many broadcasting stations quickly get into a rut and it seems to me that such a plan as opening it to advertisers is a way to prevent this, We all know that we must have good copy and presentation or the space is wasted, and such would be the case in an advertiser's radio program; it must be good to register approval. I have noticed that many broadcast-These are my views at the present

Writing.
ELECTRIC SERVICE SUPPLIES Co., L. B. GAWTHROP.

Canadian Campaign for Duco Finishes

A newspaper and general magazine campaign in Canada is planned by the Flint Colour & Varnish Works of Can-ada Limited, Toronto, Ont., on its Duco finishes for automobiles, woodwork and furniture. This advertising will be and furniture. This advertising will be directed by the Ronalds Advertising Agency Limited, Montreal.

Drawings in pen & ink, wash, drybrush and color for newspapers. magazines, posters and booklets.

> Pictorial Retouching of the most convincing kind

LOHSE - BUD

MURRAY HILL 2500 405 Lexington Ave. N.Y.C. 1925

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35,343,040 Reasons for Vermont's Buying Power



of
Buying
Power
No. 27

During 1924 Vermont was the first state in the Union in the number of bushels of corn raised per acre—first in the yield per acre of grains cut green for hay—second in the value per acre of its barley—third in the yield per acre of potatoes and buckwheat—fourth in the yield per acre in barley and in the value per acre of oats and spring wheat.

Vermont's agricultural production, exclusive of milk and dairy products, reached a total value of \$35,343,040.

The achievements of Vermont farmers have created a buying power which is as much above the national average as the achievements themselves.

Vermonters can afford the things they want—a fact which national advertisers cannot afford to disregard.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record

Man

Dominant for 16 years in Florida's Agricultural Field

florida

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

Representation Wallace C. Richardson, Inc. New York John D. Ross Chicago George M. Kohn Atlanta

THE FLORIDA GROWER Tampa, Florida

rec

is unquestionably the best color to use with black. But there is such a wide difference in reds! We are specialists in vermilionization.



CURRIER & HARFORD Ltd Color Advertising 27 East 31 New York Cal 6076

J. M. Wright with "Home Builders' Catalog"

Builders' Catalog"

J. M. Wright, general manager of The American Contractor, Chicago, published by the F. W. Dodge Corporation, with which he has been associated for twenty-five years, has resigned to become vice-president of the Home Builders Catalog Company, Chicago.

This company was recently organized for the purpose of editing, compiling and distributing a co-operative catalogue of materials, equipment and home designs to material dealers, realtors and builders. The first edition of the "Home Builders Catalog" will appear February 1, 1926. 1, 1926.

Technical Advertisers to Discuss Copy Trend

"The Present Day Trend in Copy" will be the topic of discussion at the next meeting of the Technical Publicity Association, which will be held at the Machinery Club. New York, on March 12. William H. Beatty, vice-president of the Newell-Emmet Company, will speak on "Copy 'As Is'." Robert R. Updegraff will talk on "Industrial Marketing."

Made Eastern Manager of "Current Opinion

Noble B. Yewell has been appointed Eastern advertising manager of Current Opinion, New York. He succeeds Romeyn B. Scribner, who is now engaged in the manufacture of radio sets and accessories.

F. C. Russell with H. H. Robertson Company

F. C. Russell, formerly with Fuller & Smith, Cleveland advertising agency, has been appointed sales promotion manager of the H. H. Robertson Company, Pittsburgh, Pa., manufacturer of building products.

Sun-Maid Growers Re-elect R. P. Merritt

Ralph P. Merritt was re-elected president and managing director of the Sun-Maid Raisin Growers' Association at a recent meeting of the newly elected advisory council which was held at Fresno, Calif.

Reading "Tribune" Becomes . Evening Newspaper

After two years of publication in the morning field, the Reading, Pa., Tribune changed to an evening newspaper on March 9.

A. L. Whitaker Dead
A. L. Whitaker, president and founder
of The Whitaker Paper Company, Cincinnati, Ohio, died at his home in Cincinnati on March 2. He was sixty-five
years of age.

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times as many want ads

Month after month, The Tulsa World carries nearly two and a half times as many individual want ads as any other newspaper in eastern Oklahoma.

Isn't it reasonable to believe that readers put their own advertising — want ads—in the newspaper of their first choice?

Want ad volume is recognized as a reliable index to the reader interest, prestige and pulling power of any newspaper in its community.

And The World is first by every other standard of measure — circulation, news, features, local and national advertising of ALL classes.

Net Paid Circulation Now 45,630 Daily — 50,764 Sunday

TULSA-WORLD







FOUNDED 1898 by Dr. ORISON SWETT MARDEN

—has thousands of women readers as well as men

- 82.6% of our men subscribers are married.
- 46.2% of the wives of these men readers have definitely stated that they read SUCCESS.
- 11.7% of the daughters of men subscribers also read SUCCESS.
- 9.8% of the mothers of subscribers are readers of SUCCESS.
- **5.4%** of the sisters of subscribers are SUCCESS readers.
- 55% of the answers to a recent contest were from women.

SUCCESS IS A GENERAL MAGAZINE 160,000 Net Paid At Only \$400 a Page

SUCCESS MAGAZINE CORPORATION 251 Fourth Avenue, New York

New England Office 194 Boylston St., Boston Western Office 10 S. LaSalle St., Chicago Decemprof \$466 mitte This of u

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103,7 per r to \$ these profit Othe tions of cit from \$3,34 publi

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In the c 1924 bilitie 153 Each one cost \$225,1

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New York Club Issues Report for 1924

THE Advertising Club of ended York closed the year ended THE Advertising Club of New December 31, 1924, with a net profit from its operations of \$466.75, according to a report submitted by H. R. Swartz, treasurer. This profit was made in the face of unusual expenses on account of moving into its new club house, increased cost of maintenance, and a deduction of \$17,000 for depreciation of club building and furnishings.

The gross income for the year was \$123,241, and the expense of operation amounted to \$122,774.

The income from dues and initiation fees for 1924 amounted to The restaurant served 103.715 meals at an average cost per meal of \$1.42, which amounted The profits from to \$147,824. these operations were \$4,052, a profit of four cents per meal. Other profits shown from operations include \$1,230 from the sale of cigars and cigarettes, and \$1,172 from pool and billiards. A loss of \$3,346 was charged to the cost of publishing "Advertising News."

The purchase price of the club's new home was \$277,500. The cost of alterations and improvements amounted to \$195,651, making the total cost of the club property \$473,151, from which there has been deducted \$7,500 for depreciation. Furnishing and fixtures cost \$80,369, and a deduction for depreciation of \$9,500 has been made.

In the consolidated balance sheet the club has assets at the close of 1924 valued at \$572,927. Its liabilities include a charge of \$225,-153 for membership certificates. Each member is required to buy one of these certificates, which cost \$100 each. The charge of \$225,153 is divided into \$193,600 representing certificates held by members, and \$31,553 representing the money, paid by former members for certificates which are held until full membership is attained.

The balance sheet shows a surplus of \$46,454 on December 31, 1924.

A Case of Local Flavor J. I. CASE THRESHING MACHINE COMPANY
RACINE, WIS., Mar. 3, 1925.
Editor of PRINTERS' INE:

Editor of PRINTERS' INK:

We very much enjoyed reading the article in PRINTERS' INK of February 12 entitled "Add a Little More Local Flavor to Your Foreign Copy." We have passed it on to the members of our export sales department.

We have for a long time followed many of the suggestions made in this article. In fact, all of our foreign literature that is circulated and that carries illustrations, has illustrations showing our products at work in the ing our products at work in the country where the catalogue circulates. country where the catalogue circulates. For example, we recently got out a tractor and plow catalogue to be circulated largely in Spanish speaking countries. Even the art work on this had this atmosphere. The front cover illustrated a farmer driving a Case tractor, but instead of having the typical American farmer driving it, there was a typical Mexican with his large sombereo. Just to show you what we are doing along this line, we are sending you a copy of our booklet called "Case Products the World Over." You will notice in it, as stated before, that all field scenes are taken in the country where the literature circulates. where the literature circulates.

J. I. Case Threshing Machine Company.

Appointed Members of National Advertising Commission P. W. Murphy, of Cleveland, Joseph M. Kraus, of Chicago, and Arthur Freeman, of New York, have been appointed members of the National Advertising Commission of the Associated Advertising Clubs of the World. They will represent the Window Display Advertising Association. The appointments were made by Edwin L. Andrew, president of the association. the association.

S. C. Theis Takes Over Franklin E. Wales Agency

The S. C. Theis Company, publishers' representative, New York and Chicago, has taken over the Franklin E. Wales Agency, publishers' representative, also of Chicago, including representation of newspapers which have been on its list. Mr. Wales has assumed charge of the Chicago office of the Theis company.

Harry Saunders Joins Miller Advertising Service

Harry Saunders, formerly an account executive with Phillip Wolf, Inc., New York advertising agency, has joined the Miller Advertising Service, also of New York, as director of merchandising.

Joins "College Humor" William S. Wright, formerly of the A. W. Shaw Company, Chicago, has joined the Western sales staff of College Humor, also of that city.

Mo

Agencies to Benefit by New Air Mail Service

Anis Main Service

A nightly air mail service between
Chicago and New York will soon be
started by the Post Office Department.
The addition of this fast service should
prove especially valuable to advertising
agencies and publishers in the East and
Middle West in facilitating the dispatch
of advertising cover in time to be re-Middle West in facilitating the dispatch of advertising copy in time to be received before the closing dates of publications. According to Paul Henderson, second assistant postmaster general, the new service will start before July 1, possibly within a few weeks. Airplanes will leave New York each night at 9:30, arriving in Chicago the following morning at 5:30. They will leave Chicago at 8:30 and arrive in New York the next morning at 6:30.

Chicago Publications Appoint J. B. Norman

John B. Norman has been appointed Eastern manager at New York of Better Farming and the Household Guest, both of Chicago. He succeeds Gene A. Olms, resigned.

G. A. Hoyt with Locomobile
Gaylord A. Hoyt has been appointed
general sales manager of the Locomobile Company of America, Inc., Bridgeport, Conn. He was formerly assistant
general sales manager of the Franklin
Automobile Company, Syracuse, N. Y.

Clowry Chapman Joins Hervey. Barber & McKee

Clowry Chapman has returned to active practice in New York in association with Hervey, Barber & McKee, trade-mark counsels. For the last fifteen years Mr. Chapman has specialized in the work of investigating trade-mark titles.

E. H. Lischer with G. Logan Payne

The G. Logan Payne Company, publishers' representative, has appointed E. H. Lischer manager of its St. Louis office. He was recently space buyer of the Schiele Advertising Company, avertising agency, also of St. Louis.

Eddy & Clark Has Rubber Hose Account

Eddy & Clark, Inc., Akron, Ohio, advertising agency, has obtained the advertising account of the Eclat Rubber Company, Cuyahoga Falls, Ohio, maker of rubber radiator and garden

Has Ireland-Matthews

The Ireland-Matthews Company, Detroit, has placed its advertising account with the Taylor-Elbee Company, advertising agency of that city.

Allentown, Pa.

95% of the people in Allentown speak English and 88% of them are native born whites. is a real American market.

Completely covered by the

Allentown Morning Call Story, Brooks & Finley

National Representatives

"Ask us about Advertisers' cooperation"

1925

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The right paper may mean the difference between 5% and 10% returns



MAIL order inquiries cost more than they used to cost, so even greater than usual care must be taken in following them up. For only when inquiries are turned into sales do they take their place on the asset side of the ledger.

Good paper undoubtedly has its effect in closing sales. The most carefully worded letter in the world will be handicapped if it is sent out on poor paper, and the effect of your whole follow-up is spoiled by using cheap paper.

Remember Danish Bond the next time you order letterheads and envelopes. It costs only a little more than paper that is obviously cheap, yet you would have to be a paper expert almost to tell it from the finest bond paper made.

It is made (in white and ten colors) by the B. D. Rising Paper Co., and is one of many outstanding papers in the Rising line. Your printer, stationer or lithographer will be glad to furnish you with prices and samples.

Rising papers are also furnished in ready-toprint mailing sets and social announcements by the Old Colony Envelope Company, of Westfield, Massachusetts. Write for samples.

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

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One picture is worth ten thousand words (?)

(Chinese proverb)

As relating to advertising pictures, however, this is not true -unless that one picture is portrayed by a ten thousand word value photo-engraving.

-and that's the kind we make.

Wilbar Photo-Engraving Co.

Day and Night Service 511 West 42nd Street New York City Tel. Chic. 10133-4-5

"Let's Go"

mimeographed, illustrated House Organ for salesmen which we publish says "LET'S GO" in an inspiring way and gives salesmen constructive suggestions on how to "go."

Supplied weekly, twice a month or monthly, as desired.

Bulletins are delivered with your firm name imprinted and with no ear-marks of syndication.

Personal notes, written and "run off" at your office, may be made a part of this house organ.

Many of our subscribers are running into their fourth year on this service.

Why not "invite us" to submit samples?

JOHN J. LUTGE & STAFF 703 Market St. San Francisco, Cal.

Claims Prior Use of Slogan by Another Advertiser

NATIONAL REAL ESTATE JOURNAL Editor of PRINTERS' INK:

On page 50 of the February 26 issue of Printers' Ink I noticed a letter from the Scott-Newman Oil Burner Company asking you to register its slogan—"Our Oil Burners Make Warm slogan—"
Friends."

Friends."

Mr. Scott wrote that they were using this slogan in all their advertising and printed matter. I wonder if he knows that the Holland Furnace Company, Holland, Mich., has a slogan. "Holland Furnaces Make Warm Friends."

To my knowledge the Holland Furnace Company has used this slogan for a wond many vears.

a good many years.
National Real Estate Journal,
H. H. Bede,
Advertising Manager.

New Accounts for MacManus Incorporated

The Crosley Radio Corporation, Cincinnati, manufacturer of radio equipment; the Swartzbaugh Manufacturing Company, Toledo, maker of Everhot electrical appliances, Ideal cookers, etc., and the Edmunds & Jones Corporation, Detroit, maker of automobile and truck lamps, have placed their advertising accounts with MacManus Incorporated. Detroit advertising agency.

The Chris Smith & Sons Boat Company, Algonac, Mich., builder of ChristCraft motor boats, and the LeFleur Laboratories, Cleveland, maker of perfumes and toilet articles, have also placed their advertising accounts with this agency.

this agency.

Educational Advertising to

Combat Pulpwood Embargo
The Canadian Pulpwood Association
plans an extensive advertising program
to fight the pulpwood embargo. An educational campaign will start about March
15, to be concentrated on Ontario, Quebec, Nova Scotia and New Brunswick.
Canadian magazines, financial papers,
agricultural journals, several business
papers, and weekly newspapers in the
four provinces, will be used. The campaign will be directed by Clark E. Locke,
Toronto, Ont., advertising agent.

L. S. Van Houten Joins Associated Farm Papers

L. S. Van Houten, for the last three years with the Gardner Advertising Company, Inc., has joined the New York staff of Associated Farm Papers.

F. A. Reinhart Joins "Life" Fred A. Reinhart, recently with the Wm. H. Rankin Company, New York. has joined the Eastern advertising staff of Life, New York. He was formerly with the New York office of Lord & Thomas as space buyer.





When the Art Director's time equation has reached the alarm clock stage, we can and do function!
But there is a happy medium between grandfather's chronometer and the "busy buzzer" which intrigues the artist's best. So when you can give us time, we have men whose talents will reward you gratifyingly.

J. A. CAVANAGH Art for Advertising

Bryant 6 5 0 5 Number 2 W. 46 TH Street New York

, 1925 in by

AL. 925.

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Great Music

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Great Reader Faith

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Extension Magazine

ELLWOOD TANSEY

Advertising Manager

General Offices, 180 N. Wabash Ave. Chicago, Illinois 925

F. A. Kimball Buys Interest in M. C. Mogensen & Company

Frederic A. Kimball has purchased an interest in M. C. Mogensen & Company, Inc., publishers' representatives, San Francisco. The company has been reorganized under the name of the Kimball Mogensen Company.

organized under the name of the Kim-ball-Mogensen Company.

Mr. Kimball, who becomes president, will be located in a new office which has been opened in New York. He will have charge of the Eastern terri-tory. M. C. Mogensen becomes vice-president and general manager. He will be in charge of the Pacific Coast terri-tory with headquarters in San Fran-

Mr. Kimball has been engaged in the publishers' representative business in the publishers' representative business in the East for the last twenty years. He re-cently disposed of his interest in The John Budd Company with which he had been associated for seventeen years. Mr. Mogensen also has devoted a number of years to the publishers' representative business as a Pacific Coast representative.

In addition to the New York office in Chicago, the Kimball-Mogensen Company has offices at San Francisco, Los Angeles and Seattle.

Death of Alfred V. Van Beuren

Alfred V. Van Beuren, vice-president and treasurer of the United Advertising Corporation, died at Miami, Fla. on March 6, in his forty-fifth year.

He was also vice-president of the Van

Beuren & New York Billposting Com-pany, an officer in a number of other corporations allied with the United com-pany, and a director of the Poster Ad-

pany, and a director of the Poster Advertising Association.

Practically all of Mr. Van Beuren's life had been spent in advertising. As a boy he started with the Van Beuren Company, which was founded and controlled by his father. He then went to New Haven and with Samuel Pratt formed The New Haven Poster Advertising Company and the New Haven Sign Company, which later became one of the affiliated companies merged with the United Advertising Corporation. the United Advertising Corporation.

A. H. Jenkins Returns to Nichols-Evans

Albert H. Jenkins formerly with The Nichols-Evans Company, Cleveland advertising agency, has returned to that organization in which he has acquired a financial interest. For the last two financial interest. For the last two years he has been with the Curtis Company, Windsor, Ont.

New York to Have Jewish Tabloid Newspaper

The New Warheit is the name of a Jewish tabloid morning newspaper which will start publication on March 14 at New York. Louis E. Miller is editor and publisher. Gabriel Hettar is director of advertising.

The finest printed Rotogravure Section in America

San Francisco

National Representatives

Lawrence & Cresmer, 225 Fifth Avenue, New York City.

> 360 No. Michigan Ave. Chicago

R. J. Bidwell Co., Times Bldg. Los Angeles, Calif.



AND LITHOGRAPH YOUR " REQUIREMENTS "

RODE & BRAND 200 WILLIAM ST. **NEW YORK** BEEKMAN 3840

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LABELS - LETTERHEADS ADV CUTOUTS - BLOTTERS WINDOW DISPLAYS - INSERTS WRAPPERS - FOLDERS -

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Is Sales Effort Slipping as Production Jumps?

(Continued from page 6)

similar goods. This is explained partially by the fact that wheel goods are bulky things to ship. But mechanical playthings are largely foreign. In some stocks they are almost exclusively so. The same is true in iron toys, dolls and doll heads.

Many of the items are shown under well-known names, such as the Lehmann line of mechanical toys. Special display pieces are supplied by the manufacturers so that the dealer may get the maximum benefit from the brand name

as such.

Jobbers say that foreign competition—sharp competition at that—extends pretty well through the whole field of general merchandise. Concerns such as the American Wholesale Corporation of Baltimore, have rebuilt their European buying organizations, which were knocked to pieces by the war. They are now actively in the German market for a long list of notions, hardware and household utilities specialties, cutlery, playthings, china, and so on. The volume of imports in this merchandise is steadily growing month by month. Added to the larger production by American factories, it means that there will be plenty of goods in this country, to say the least.

It might be expected, these things being true, that American manufacturers would be putting up the fight of their lives, regardless of their expectations for an unusually prosperous year and their satisfaction over the additional \$1,000,000,000 or so that the farmer, according to present expectations, will be able to spend. That they are not, as a whole, doing this can be accounted for perhaps by what seems to appeal to many as being an exceedingly comfortable outlook for the coming months. The prevailing view may be summed up in an expression made by an official of the Chandler Motor Car Company in a recent Minneapolis address. In effect, this official said:

"The automobile industry in 1924 was able almost to hold its normal volume of sales despite the fact that its best customer, the American farmer, was out of the market. The automobile industry may, therefore, look forward to a tremendous increase in volume in 1925, with the American farmer back in the market with something like \$1,000,000,000 of excess money to spend."

Here, according to the view of bankers, such as Mr. Gephart and Ralph Van Vechten, vice-president of the Continental & Commercial National Bank of Chicago, is where the American manufacturer is allowing optimism to influence him unduly. These executives assert that 1925 and 1926 do not present a pure picture of unprecedented prosperity for all of us. Their view is concurred in by manufacturers such as Louis F. Swift, president of Swift & Company, and F. Edson White, president of Armour and Company. Along with many other commercial leaders who might be quoted here, they look for good business, but are emphatic in their assertion that no boom is on the way.

In other words, whether the American manufacturer is producing automobiles, phonographs, radio sets, food, notions, cutlery or china, he ought to realize that an increase in business this year is going to be his, only on condition

that he fight for it.

"The automobile manufacturer." a farm-paper publisher tells PRINT-ERS' INK, "ought to realize that even though he may not have increased his output on a large scale, other manufacturers have. ought to recognize, too, that with European manufacturers coming into the picture so strongly, the competition for this extra billion farm dollars or whatever it amounts to is going to be strenuous. It will be much stiffer than it was in the last four years when only the bravest commercial institutions dared to put up a real fight for business and when the

BELL is used to compel the attention of a few and to stimulate action.

Advertising is intended to attract the attention of the many and to stimulate the buying impulse.

Advertising then, when well directed, is a thousand thousand bells. It attracts attention, creates favorable, respectful consideration, and influences definite buying trends, especially if the product has unusual merit.

J·H·NEWMARK·INC·

ADVERTISING

FISK BUILDING · NEW YORK
250 WEST 57th STREET

Telephone, Circle 9620

1925

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fooling with films

is a waste of money. Unless you have proper facilities for handling your Advertising Films, and experts to keep them in good condition, you will not get satisfactory distribution, and your films will fail to produce.

YOU DON'T NEED US if you are equipped to store and repair your own films . . . if you can renovate and soften them as they require, and if you have a responsible Film-shipping and receiving department.

But if you are not so equipped . . . do not fool with films . . . let us assume all the responsibility, and handle all the details for you.

Write for complete information on our service.

A. TEITEL CO.

804 S. WABASH AVE. Est. 1914 CHICAGO

A leading monthly magazine in the hardware field offers an exceptional opportunity to an experienced advertising salesman.

The man we want must accept responsibility and must be able to plan his own work. He will be rewarded accordingly.

Write us, giving full details regarding experience, salary expectations and religion. All replies will be held confidential. Address "L," Box 277, Printers' Ink. majority of radio manufacturers, for example, were not equipped to supply even the modest demands made by a badly crippled farm population.

"We are facing a period when many producers will increase the size of their plants and undertake to double production, in many cases. A great many of us believe that the reasonable thing to do is to leave factories as they are and to increase the selling effort in the same proportion that the manufacturers now are preparing to extend their outputs.

"The automobile manufacturer (and I speak of him here only as an illustration) who fails to increase his selling effort ought to remember that he is competing for the same thousand dollars that the radio manufacturer, the producer of phonographs and the lumber salesman is trying to get. He ought to realize that in addition to all these domestic producers there is a sizable group of foreign manufacturers now fighting for this same little jack pot.

TOO MANY PLAYERS

"The fact is, we had a nice little four-handed poker game, and felt quite happy at the thought of the fifth man, the farmer, coming into the game with a lot of money. To our surprise, however, five or six other good players pulled up to the table with the idea of getting their share of the money brought into the game by No. 5. Realizing this will make some people wonder whether the game is really going to be as easy as we thought. Maybe it will not be so good as the little old four-handed game.

"Perhaps it is not exactly dignified to talk poker terms when discussing such an important subject. I think most men will understand me when I say that, were I a manufacturer, I believe I would conclude that this contest has developed into a game where good hands alone won't win. There are too many good players sitting in to justify me in any hope of getting by, merely because I have a good hand—or a quality product, in other words. Quality merchandise would avail me little without

RADIO

More National Radio Advertising and more Local Radio Advertising than all the other New York evening newspapers combined and more also than all the morning and Sunday papers combined

> 1,402,000 lines of Radio Advertising in 1924—or 40 per cent. of all the Radio Advertising placed in ALL New York newspapers morning, evening and Sunday

First in Radio



280 Broadway

New York

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, 1925

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We have found that B. D. & F. films very satisfactorily merchandise opportunities in putting across the sales and advertising policy to the trade. I enclose several letters from clients who use B. D. & F. films.

THE AITKIN-KYNETT Co., Advertising Agents.

SIKES OFFICE EASY CHAIRS

We are using our B, D, & F. film before dealers and dealer associations with very satisfactory results in stimulating interest in Sikes chairs and Sikes policies.

> Atalunusaly Gen. Mgr. SIKES COMPANY,

EL PRODUCTO CIGARS

Our first educational merchandising film was so successful in emphasizing the El Producto policy to our salesmen, jobbers and jobbers' salesmen that we had a second film made this winter. It is duplicating the enthusiasm created by the first.

Becelit Gealock Secy. & Treas. G. H. P. CIGAR Co., INC.

WYOMING RED EDGE SHOVELS

How well we regard our B. D. & F. film is shown by the fact that all of our service men travel equipped with a projector and film to illustrate the worth of Red Edge to distributors and consumers alike. It is one of the most impressive means we have found to tell the Red Edge story.

Vice-President. WYOMING SHOVEL WORKS

Let us send you a copy of our booklet "Tell Them with Pictures"

Bosworth, De Frenes & Felton

Wilkes Barre.

Everything in Advertising Films

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determined advertising and supersalesmanship."

Another angle in the situation that demands careful consideration is that retail trade at this writing is slow. Despite renewed manufacturing activity, there is considerable unemployment. Chicago advertising agency, early in February, wanted to hire a key clerk for one of its Indiana hotel The job, which paid \$65 a month with room and board, was advertised in the want columns of the newspapers. Applicants were instructed to report to the agency The result brought in person. about the practical suspension of business in the agency next day. Exactly 462 men mobbed the place in trying to get the position.

"We expected twenty-five or thirty," the head of the agency

This same agency reports a reluctance, singular under the circumstances, on the part of some of its clients to part with money in payment for advertising. Where, according to all rules of good business, they should be going up, they want to go down. One radio manufacturer who had planned a modest campaign to cost about \$50,000 wants to reduce the expenditure to \$5,000 on the idea that this would be enough, inasmuch as the business is coming anyway!

This sort of policy, of course, is not the general rule. is mentioned here as fairly indicative of the attitude prevailing in a surprisingly large number of In all fairness it must be said that practically as many manufacturers are going ahead with at least a nominal increase in their advertising expenditure. They are not all asleep on the picket line by any means. Neither do they have the unexplainable delusion that selling is going to be easy picking this year. But the point of the discussion is that the increase in their selling effort does not by any manner measure up to the general increase in production, both domestic and European. If merchandise is made, it has to be sold. If it is not sold, somebody is going to lose. Money invested in the manufacture of goods is a

Texas Druggists

are spending \$100,000 over a period of three vears to advertise Texas drug stores to 400,000 Texas families. They are spending as much more in local papers. campaign will reach a quarter of a million by the end of the period. These druggists are worth advertising to. Our publication reaches

every one of them.

SOUTHERN PHARMACEUTICAL JOURNAL. Dallas, Texas

Wanted SPACE BUYER

by Chicago Agency

The man to fill this position must be able to develop the schedule from sound analysis of the selling problem at hand. (We don't want just a rate man.) Good personality, judgment, and the ability to meet men are the chief requisites, and we will pay a good salary to a man with these qualifications. Write fully, stating experience, age, salary, etc.

Address "F," Box 273, care of PRINTERS' INK.

We'd
like
to
attract
an
Account
Executive
and
Writer
of
ability

— we said ABILITY. We couldn't very well disregard experience—but ABILITY is the thing.

You'll know the agency. Address "E," Box 272, Printers' Ink.

potential loss. The money is gone forever unless the selling operation can bring it back. Therefore, the greater the production the more determined has got to be the selling effort. These principles have been so forcibly worked out in recent merchandising history that there is no need to demonstrate them further here. The need for their vigorous application, however, never was greater than now.

ever, never was greater than now. The basic reason why so many manufacturers are building up for themselves real future liabilities without selling effort to correspond, is to be found in their erroneous conception of what advertising is and what it can do. In a little while, if previous experiences are any criterion, we are going to be treated to the painful spectacle of some badly-scared manufacturers jumping in with some emergency advertising, hopeful thereby of getting out from under the load which their enthusiasm for production brought upon them. The advertising won't do it of course because advertising is not something that can be called in and expected to meet emergencies while the advertiser is out to lunch.

Here and there progressive manufacturers are putting into effect emergency selling methods to meet present needs in a hurry. They are concerned with problems such as increasing the size of current retail orders. This hand-to-mouth buying situation, by the way, is something that is still with us. It seems rather incongruous, when considered against the increased production and other things. Yet it remains a lively problem. Con-cerns such as E. & A. Opler, Chicago manufacturers of cocoa and chocolate products, are circularizing the retail trade offering special price concessions to induce the dealer to order in quantities. The transaction then is cleared through the jobber, although the goods are shipped to the dealer direct. This eliminates intermediate handling and makes up for a part of the price reduction.

The Opler firm, with its fortythree spot warehouse stocks Л Т

In the importance adversal news

Duri Typog Europe Bartlett vailing the opi and pu sened t ing in

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"Lächerlicheschriften"

A Timely Warning to American Advertising Interests

by Edward E. Bartlett

Director of Linotype Typography

In the current issue of the Linotype Bulletin, now in the mails, there appears an article on a subject important to every one who is engaged in planning advertising and to the advertising executives of every newspaper and magazine.

During his recent International Typographic Survey, eminent European printers brought to Mr. Bartlett's attention a condition prevailing in some countries which, in the opinion of leading advertisers and publishers, not only has lessened the effectiveness of advertising in these countries but tends to make it unworthy and undignified.

Observing the growth of the sme tendency in some parts of the American advertising field and knowing to what it will eventually lead, Mr. Bartlett feels that this danger should be brought to the attention of all those who are in a position to combat it.

A copy of this issue of the Linotype Bulletin will be sent on request to any one who is not already on the mailing list and reprints of the article will be prepared which can be supplied in quantity, free of charge, to advertising agencies, periodicals or other organizations wishing to distribute them to their personnel or clients.

Mergenthaler Linotype Company

DEPARTMENT OF LINOTYPE TYPOGRAPHY

461 Eighth Avenue, New York

Mar.

WANTED-Agency Solicitor

We are a New York agency, long established, member of the 4-A's, with complete recognition, high credit, and with a reputation for giving capable and conscientious service. Our record includes some conspicuous successes.

Our present volume is the result of developing small accounts into larger onesthe result of service rather than of solicitation. We are equipped to handle additional business, and offer what we believe is a very desirable connection to a high-grade man with the qualifications to secure new and desirable billing. believe the best evidence such a man can give of his ability to produce is a willingness to join us on a strictly commission basis. A stock interest available when earning power has been demonstrated. If you feel that you fit the requirements here indicated, we invite you to write us in full confidence. Address "D.," Box 271, care Printers' Ink.

located at strategic marketing points over the country, is making considerable headway against the small order by using this process. It is putting up a hard and constructive fight to break down the dealer's timidity and ultra-conservatism.

These things are interesting and instructive. They offer wholesome precedents for manufacturers similarly situated, But emergency measures are not going to solve the problem we are talking about here.

The manufacturers and financiers who are frankly concerned as production so far outstrips advertising are thinking chiefly about what may happen next fall, next spring and the succeeding fall. Those seasons, if constructive selling is not done now, will be the time when the full force of the present development will begin to be apparent.

There needs to be a selling condition built up that will take care of this increased and increasing production a year, a year and a half, two years hence. And this is a job advertising can do—if it is planned on a broad, sufficient basis and started now. Advertising won't and can't do the job if it is called in at the last moment as a restorative measure.

Increased production is a cheering thing to behold. But pay day has to come. The goods must be sold. If piling up goods for the future is not accompanied by advertising administered concurrently to provide the needed additional outlet for that same future, then there will be too much merchandise and falling prices. Everybody who has been in business for five years knows what that means.

Joins Columbia Tire Corporation

W. L. McNerney, formerly branch manager for the B. F. Goodrich Rubber Company, at Butte, Mont., and De Moines, Iowa, and a representative of that firm at Seattle and Tacoma. Wash., has been appointed merchandising manager of the Columbia Tire Coporation, Portland, Oreg., maker of C-T-C tires.

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If you are the advertiser or advertising agent for a manufacturer of bottled or canned products look into the advantages of the KORK-N-SEAL closure. Do it and you will find some help for your future sales story.

KORK-N-SEAL is not found on mediocre brands. It is not a cheap closure. Its cost to manufacturer is in keeping with its manufacturing cost and combined advantages over all other closures. It has a sales story all its own which can be woven into the sales story of any high quality brand.

Its worth may be estimated by the fact that KORK-N-SEAL is used on more nationally and internationally advertised products than any other closure. The advertiser always displays KORK-N-SEAL. Why?

Williams Sealing Corporation, Decatur, Ill.



To open: merely raise the lever and push with thumb. To reseal: replace cap on bottle and push lever down.

Williams

KORK-N-SEAL

THE BOTTLE CAP WITH THE LITTLE LEVER

branch Rubber d Des ive of acoma, handise Corter of Life

announces the addition

of

FRED A. REINHART

to the

EASTERN ADVERTISING STAFF

CLAIR MAXWELL 598 Madison Avenue New York City

127 Federal Street

360 N. Michigan Avenue Chicago

Boston

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Giving the Retailer a Paddle

How a Chain of 230 Stores Trains 900 Store People-Some of Its Plans That Cost Nothing But Thought Which Manufacturers Can Use in Training Retail Salesmen

By H. R. Barnett

Advertising Manager, Sam Seelig Company

WE are cash and carry chain grocers, operating in Los Angeles proper and in the country within a radius of thirty-five miles, 230 grocery stores. Our problem is more a selling problem than a buying problem. The independent grocers delude themselves when they conclude that we enjoy better discounts by reason of quantity purchases. truth is that our buying advan-tage is about 2 per cent all around. Our superior position is due to our policy of building a sales organization in our grocery stores which efficiently moves the merchandise we want sold. However, we have not always

fortunately situated. Some time ago, we looked into our selling organization and found that we had merely a group of grocers. They were men who, for the most part, knew where merchandise was to be found on the shelf and how to wrap it. But they did not know the difference between some foods when the cans were opened. They did not know how to sell brooms, household supplies, toilet soap and such profitable items.

If it came to suggesting a menu, or recommending certain products for certain uses, they were up the creek without a paddle. The paddle they needed was sales knowledge and sales ability and we proposed to supply these two essentials. The methods we used might be adaptable to the problems of other businesses, especially to the prob-lem of educating the retail sales

We are extensive advertisers for our class of business. We do not feature special prices but run large-size advertisements which are contrived to reflect current conditions and seasonable eating habits. It occurred to us that the logical method of teaching our men to sell, was to tie the campaign of sales and merchandising effort, to our cur-rent advertising.

With this in mind, we plan each piece of copy so that in addition to appealing to the public, it also appeals to our sales people. The entire organization is lined up back of every advertisement. We furnish the retail salesmen with a weekly paper which gives them the selling information they need to couple up with the advertising.

We also join up with the publication advertising through store display. Every special value or seasonable article is covered with a sign and sent out with the new price list. The day the new price breaks, 230 stores have a pyramid of the product with this sign prominently to the front.

Displays are a big factor in our business. However, with 230 stores we found some unseasonable displays as well as a ten-dency to neglect this important feature. To overcome this, we devised what we term our "dis-play schedule." It is our system of sending out every other week, six printed signs, covering six articles of current interest which we want displayed for two weeks at each store.

Having the display where it belongs, means that the salesmen will push the items featured dur-ing the period of the display. The display signs reach the store Friday and are supposed to be in place, together with the goods, the following Monday. These displays have the right of way and get the most prominent space.

Of course, there are other displays at the same time, all according to the individual manager's ideas. We do not make any particular effort to tell our men how they shall display. We merely encourage them to think along that line, confident that they will utilize the space they have available and the local facilities to do the best they can. They all didn't do the very best they could the first week, but considerable improvement has taken place since

The display schedule gives us a combined sales effort on articles we are interested in pushing. Having to change his store around at regular intervals, makes the manager plan ahead to keep his store tooing the mark. This develops beneficial habits in our

sales people.

We keep a continuous stream of helps flowing into the store. Recently we started a plan of sending each store a printed card listing six articles, one to be pushed each day besides the regular current specials. For example, Monday, matches; Tuesday, paper; Wednesday, furniture

polish, etc. We know the women often forget the little items until they get home and then send the youngster to the nearest store for a bag of salt. After the customer has bought what she originally came for, and had been spoken to concerning the special articles we are pushing, the sale is rung up and as the clerk counts her change, he says: "How about her change, he says: "How about a box of matches?" We find that we can sell an average of sixteen customers per day per store for such articles as matches. furniture polish, globes, and such articles of higher price, we sell probably half that number of customers.

This system costs nothing. It does three things: Gets us business we would otherwise lose; draws attention of the customers to items they might not think of at our place; and teaches the sales person that the item is in stock. With 1,250 items on the shelves, the man behind the counter needs an occasional reminder

of this sort.

Every other Wednesday night,

HOLIDAYS ARE DIFFERENT UP IN CANADA

DO you realize that Canada's National holiday is NOT July 4th? And that French Canadians of Quebec do not make the ceremony of Christmas that people in the other eight provinces of Canada do? We know the idiosyncrasies of all the Canadian people.

SMITH, DENNE & MOORE, Limited

General Advertising Agents, TORONTO, CANADA

WE NEED SEVERAL SALESMEN

Who Have Had Experience in Selling
Outdoor Painted Signs on Railroads and Highways

We offer exclusive territories with liberal commissions H.C.WILLIAMS.INC N.Y. City

IT WEST 42 -- STREET

out · door advertising

on highways

Apply by letter only stating qualifications

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The Mem York Times.

Business Manager's Office

January 23, 1925

Dear Mr. Cone:

We have been pleased to learn from our records for 1924 just completed, that your company placed a total of \$242,513.21 advertising in THE NEW YORK TIMES for the year. We write to express our appreciation of the evidence you have given of your belief in the value of THE NEW YORK TIMES as an advertising medium.

It is our hope that the pleasant and mutually profitable business relations between your company and THE NEW YORK TIMES will continue as in the past.

With all good wishes,
Sincerely yours,

THE NEW YORK TIMES,

Frui unley Business Manager.

Mr. Frederick H. Cone, Pres., Andrew Cone Advertising Agency, 18 East 41st St., N. Y. City Just Around

42 nd. St.

Miller Advertising Service

Announces the appointment of

Mr. Harry Saunders

as Director of Merchandising

~ also ~

their removal to 18 East 41st Street New York City

VANderbilt 6640 - 6641 - 6642

Miller Advertising Service

18 East 41st Street NEW YORK

at our auditorium seating 700 people, we hold a sales meeting. We serve dinner and talk two hours on selling and other topics. We print a house magazine, "The Clincher." In it. attend we strictly to business. We do not mean it for an amusement device nor do we purvey giggles for the crowd. It is a serious sales eduand self-development cational proposition.

It is true enough that we have some trouble getting some sales people to do as we want. Certain of our grocers have been selling groceries twenty years and are to be taught. But, on the whole, Others are obstinate and refuse to be taught. But, on the whole, eighteen months of continual pounding on the same subject have successfully achieved our

initial object. We run sales contests and use all manner of sales promotion on special items. By a special sales effort on a pectin product for making grape jelly with juice, bottles of grape changed the sales sales year from three pints to quart, to three quarts to one pint, an increase of nine times on What was to have been an ordinary beverage grape juice stock for ten months went out in five as jelly material. went the usual quota of sugar, jars, parowax and canning accessories.

This system may sound crude but the fact remains that last year we opened eighty-eight stores and developed every manager from our previous 120 stores. This year we will do likewise with probably 100 stores to fill.

Sherman & Lebair Has

Clothing Account
Sherman & Lebair, Inc., New York
advertising agency, has been appointed
to direct the advertising account of
Heidelberg, Wolff & Company, New
York, manufacturers of men's clothing.

Leaves Indianola, Iowa, Newspapers

Cecil C. Fender, advertising manager of the Indianola, Iowa, Record and Tribune, has resigned. Mr. Fender is now at Fort Collins, Colo.

This ART DIRECTOR

Knows Advertising

Primarily, he is a producer of good layouts and an able buyer of art. Yet in investigation, plan and copy, few art directors can match his experience.

He doesn't want to be a oneman-band—art direction is his line—but he does want to bring this broader knowledge into play because he likes advertising, not just art.

The right job may not happen along immediately, and he won't change until it does.

Young, but with an eight year agency background.

He is easy to talk to—and his work is easy to look at.

Art Director, Box 127, Printers' Ink

Copy and Plan Man Available

Producer of sound selling copy. Diligent merchandising student, watchful of sales promotion opportunities.

Now and for past five years advertising manager for public service company, for whom he has developed the profitable use of a wide range of media, particularly direct mail.

Young; ready to apply lots of intense, sustained effort to a genuine opportunity.

Address "C.," Box 270, care of Printers Ink.

Can You Find a Place in Your Organization

for an executive from another industry?

One with a record of accomplishing results and getting things done.

Who knows management and sales thoroughly.

Six years in present position as vice-president in charge of Eastern division for specialty manufacturer.

Has reached the limit of his job and is seeking a new contact where he can develop further.

Willing to start at \$5,000 on a "make good" basis, although earning now considerably

Address "K," Box 276, P. I.

Advertising Agency Seeks Partner

HERE is room for another partner in one of the smaller high-class advertising agencies located in the Grand Central district (congenial, Christian organiza-tion); recognized and well financed. The man who qualifies will find an exceptionally attractive proposition awaiting him.

No money is required, but we prefer that you have or know where you can secure at least one advertising account. Kindly give full details which will be kept in strict confidence.

Address "G," Box 274, PRINTERS INE 185 Madison Avenue, New York City

National Outdoor Bureau Re-Elects Officers

The National Outdoor Advertising Bu-

The National Outdoor Advertising Bureau, Inc., at its recent annual meeting which was held at New York, re-elected the following officers: President, George C. Sherman; vice-president, William D. McJunkin; secretary, R. P. Clayberger; assistant secretary, Miss M. A. Sherman; treasurer, P. J. Ross, and assistant treasurer, Daniel Volkmar.

The following were elected members of the board of directors which consists of fifteen members representing various parts of the country: Harold F. Barber, Boston; George W. Belsey, Cleveland; W. C. D'Arcy, St. Louis; Don Francisco, Los Angeles; W. R. Massengale, Atlanta, and Eugene McGuckin, Philadelphia. Carl M. Green, Mason Warner and Mr. McGuckin are members from Chicago. The New York members are: Starling H. Busser, R. W. St. Hill, Gilbert Kinney, Mr. Sherman, Mr. Clayberger and Mr. Ross.

The stockholders of the Bureau number 205 advertising through his chair of the place their outdoor advertising through his

The stockholders of the Bureau number 205 advertising agencies which place their outdoor advertising through the Bureau. During 1924 business amounting to more than \$9,000,000 was placed through the Bureau for the account of advertising agencies, according to Mr. advertising agencies, according to Mr.

Clayberger.

Six-Point League to Honor

J. G. Ham

The Six-Point League, an organization of newspaper advertising representatives, New York, will hold a luncheon at the New York Advertising Club on March 24 at which the guest of honor will be J. G. Ham. The luncheon is to be an expression of appreciation for the many years of close association which the members of the League have had in working with Mr. Ham. Until his recent retirement as advertising manager of the Centaur Company, Mr. Ham had directed the advertising of Fletcher's Castoria for forty years.

Paul J. Haaren Joins George Batten

Paul J. Haaren, formerly advertising manager of M. J. Brandenstein & Commanager of M. J. Brandenstein & Com-pany, San Francisco, and at one time promotion manager of the San Francisco Journal, has joined the George Batten Company, Inc., New York. More re-cently Mr. Haaren was with Stanley E. Gunnison, Inc., also of New York.

Hollenden Hotel Account with Hubbell Agency

The Hotel Hollenden, Cleveland, has appointed The House of Hubbell, Inc., advertising agency of that city, to direct its advertising plans for 1925.

Death of H. H. Snyder

Henry H. Snyder, publisher of the Gary, Ind., Post-Tribune, died at Chicago on March 3. He was seventy-two years old.

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If You're Not One of the 50 How About Being No. 51?

HE other day a well-known advertising man (name on request) publicly declared that there are just about 50 people in the United States who write copy as it should be written.

Whether that's an under or an over-statement, one thing's certain. There are quite a few up-and-coming young advertising men and women who have it in them to become No. 51 on this man's list of real copy writers. Hard digging by the trial and error method may land them there eventually, but their progress will be a lot surer, a lot swifter, and a whole lot less painful if they can get some sound, practical suggestions from someone who's been over the ground himself and is really competent to direct others.

That's exactly what George Burton Hotchkiss is—and exactly the kind of help you get from his new book, ADVERTISING COPY. Chairman of the Department of Advertising and Marketing at New York University, where he has taught for the past twelve years, he was formerly a copy writer for a leading agency. Not only does he know how to write good copy himself, but he also has the rare gift of being able to help others write it.

Let Professor Hotchkiss himself tell you about his book. "My main object," he says in the introduction, "is to help those who want to learn to write advertising copy for practical business use . . . Anyone who has the natural talent and who will give the necessary time and effort can learn this or any other art. And he can learn faster under systematic guidance than alone. This book represents the kind of guidance I should have liked when I began my experience in writing copy for an agency."

> You need ADVERTISING COPY. Send for it today. 471 pages, illustrated by numerous reproductions of recent successful advertisements. The coupon below is for your convenience. Mail it now.

HARPER & BROTHERS, 49 East 33d Street, New York, N. Y.

Please send me a copy of ADVERTISING COPY by George Burton Hotchkiss, on ten days approval. I will send you a remittance of \$3.50, or return the book if unsatisfactory.

Name.

Address

City and State_

This coupon should be attached to your business letterhead.

P. I. 8-12-25

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500, President and Secretary, J. I. ROMER. Vice-President, R. W. LAWERNCE, Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Dwight H. EARLY, Manager. Atlanta Office: 704 Walton Building, Geo. M. Kohn, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager. London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00, Advertising rates; Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 56 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, News Editor.

C. B. Larrabee
E. B. Weiss
Ralph Rockafellow
Ralph Rockafellow
Ralph Rockafellow
Ralph Rockafellow
Ralph Rockafellow

James H. Collins, Special Contributor A. H. Deute, Special Contributor Chicago: G. A. Nichols D. M. Hubbard Russell H. Barker

Washington: James True London: Thomas Russell

NEW YORK, MARCH 12, 1925

Insurance to An idea was reproposed cently Finance to the Merchant Advertising Tailor Designers' Association which is worthy of consideration and investigation. consideration For a long time there has been a discussion within the association concerning a national advertising campaign, to educate the public to advantages of merchanttailored garments and also to instruct and encourage young designers

S. S. Jackson, of Columbus, Ohio, submitted a proposal to the association to finance an advertising campaign. This plan provided that each of the 1,200 members should take out a \$1,000 ten-year endowment insurance policy, to be

made payable to the organization. or to trustees which the organization would elect. He then prothat the annual income posed from this fund should be used for advertising. In order to secure action upon his proposal Mr. Jackson presented the association with a \$1,000 endowment policy on his own life to start the movement. He had estimated that the annual income for such an endowment fund would exceed \$50.000 and that the total fund that could be raised would be upward of \$1,000,000. It is unfortunate that action upon the plan was deferred until the next convention of the organization, to be held in January, 1926.

Advertising has often been likened to business insurance. Here is a plan by which insurance policies upon a large number of men, none for a large amount, might be used to finance an advertising campaign to cover a period of years. It has been quite popular among college classes for each man to take out an endowment policy to be used to build a wing to a dormitory, part of a new chapel, or some other building for the benefit of Alma Mater. proposal to adapt this plan to finance co-operative advertising campaigns is an interesting one.

The Simplex Clearing the Electric Heating High-Price Company, Hurdle Cambridge. Mass., recently started to advertise its electric pad. R. P. Ingalls, the sales manager of the company, informs us that the problem in selling heating pads is their compara-tive high price. The Simplex, for instance, costs from four to eight times as much as a rubber hot water bottle. The difficulty in advertising and selling it, is to convince the public that the electric

pad is worth the difference.
This is a problem which is frequently encountered in marketing.
One of the best ways of meeting it, is to capitalize the high price.
If a product has to be sold at a materially higher price than competing articles, it won't do any good to gloss over the fact. The

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best policy is to feature the high price and actually to boast about

Last summer we were visiting the Washington Market in New York. About twenty stands in one block were showing strawberries. All of these stands, except one, were charging twenty-five cents a The exception was charging thirty cents. It is significant that the stand charging the higher price was the one doing the best business. We asked the proprietor for an explanation. He said that his berries were better than those being offered by competing stands. "I show my confidence in the quality of my goods by not being afraid to ask more for them," he said, "and the public seems to be accepting the valuation I am placing on my goods."

That man understood how to sell quality against price competi-Many manufacturers have followed the same plan. Occident flour, for example, was for years deliberately advertised as a high-The Russell-Miller priced flour. Milling Company knew that the hest way to explain the quality of its flour was to brag about its high price. The advertisers of Ferris Bacon are handling the same problem with this onesentence explanation: little

higher in price—BUT."

Probably the best example in recent advertising of the capitalization of high price is the way the Parker Pen Company put over the Parker Duofold over-sized pen. The company boldly featured the \$7 price. In fact the "\$7," placed in an emphasizing circle, is part of the company's brand name. It is conceded in the trade that the strategy of the Parker folks in featuring conspicuously the high price of the over-size pen is the very thing that has given this company the bulge on competition.

That same method, when handled with discreet boldness, will sell heating pads or any other products that have a legitimate reason for a price that is somewhat higher than the market. We are glad to see that the Simplex Electric Heating Company is following this idea. The first

piece of copy to appear in behalf of the heating pad played up the \$8.50 price. The natural inference is that if it is worth that much it must be good.

To Cold and advertisers who have a very Cloudy for real interest in Blue-Sky the success of the fight against blue-sky promoters and salesmen, the next few months promise important developments. The tide of indignation and action against these birds of prey has risen to the point where they will have to fly faster and sing more compellingly than ever to make a living. Two State legislatures have the PRINTERS' INK Model Statute before them. Several good bills are fairly certain to come before the next session of Congress. Financial and commercial leaders have definitely decided to discontinue desultory, half-hearted efforts and get behind an organized, nation-wide fight against all kinds of security swindlers. President Coolidge has put his approval on this movement.

Advertisers cannot be reminded too often of their stake in this fight. The sale of fake investment issues is a perversion of legitimate trade which nullifies and saps the strength of advertising. The dollar that buys blue-sky is lost to decent business, and honest merchandise that it would have bought from some manufacturer or dealer remains on the shelf unsold.

Business must expect to give freely of its time and money to put the investment faker out of business, E. H. H. Simmons, president of the New York Stock Exchange, told a gathering of financiers in Chicago recently. "Most of us," he said, "have been actually doing only a little to correct existing abuses. We cannot expect to wrap our cloak of integrity about us, stand aloof and be taken at our actual or our own estimated value. In this matter we all have a civic and economic responsibility. We must come out in the open and fight."

The New York and Chicago Stock Exchanges and other prominent groups want this fight against

Mar.

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blue-sky to be organized and they want it to be carried on under a They favor unified command. creating a big national organization with arms long enough and strong enough to reach into any corner, however remote, where the security swindler raises his gruesome head. Unity of command in this campaign is logical and sensible. More than that, it is necessary. Many individual campaigns progress too slowly when they progress at all. The war itself proved that. They and their proved that. leaders inevitably work at cross purposes. They duplicate effort frequently, and when something goes wrong the temptation is strong to pass the buck. Maintaining any kind of liaison is a tremendous job in itself. Regardless of the nature of the warfare involved, it is the negation of sound tactics to centralize responsibility without centralizing authority.

If we were to post a weather bulletin for blue-sky promoters, it would read : "Cold and Cloudy, Watch Out for Heavy Frosts.

Sales conventions A Users' are an old-estab-Convention lished institution. There have been conventions for salesmen's wives and for dealer's, conventions where labor met with management etc.

This spring the Eastern distributor for a product sold to farmers is planning a convention of a few typical users to discuss with his sales force what new things buyers have discovered about the product after it had been put to tise

This distributor considers that complaints are almost as useful for the sales force to hear about and discuss, as are the numerous new uses and similar suggestions which invariably result from close contact with users. He realizes that the best suggestions manufacturers have ever received have come from users of the product. He knows that the complaint of a user is his opportunity to avoid subsequent complaints, improve his product and service, and win valuable good-will.

Intimate contact with at least a few final consumers and a close knowledge of how the product is used in the work for which it was built is an invaluable aid both to the sales and the advertising departments. The users' convention offers one method of bringing about that close co-operation between the salesman and the people who buy from his retail customer. which is essential if the company is to take full advantage of its opportunities for growth.

Metropolitan Advertising Golf Association Appointments

Association Appointments

H. B. Fenn, of The H. K. McCam
Company, who is president of the Metropolitan Advertising Golf Association,
New York, has appointed the following
committee to arrange for the 1925 tournament: Lester R. Fountain, chairman,
Rex Wadman, J. H. Livingston, Jr.,
and J. N. McDonald.

L. A. Weaver is chairman of the trophy committee which includes S. Peabody, C. R. Leake, and Ray Maxwell,
Other committees which have been appointed are: Membership: G. H. Williams, chairman, Eliot D. Moore, George
H. Leigh and Rodney E. Boone; Entertainment: L. D. Fernald, chairman,
Ralph Trier, Harold Mahin and Don M.
Parker: Press: E. W. Conklin, chairman,
Carroll Newell, Alan Eggers and C. T.
Sweeney.

Seveney.

In addition to Mr. Fenn, the other offi-cers of the association are: Vice-Presi-dent, R. P. Clayberger; secretary, R. B. Stuart, and treasurer, Walter R. Jen-kins, Jr.

How Eureka Company Will Spend Its Appropriation

The Eureka Vacuum Cleaner Company, Detroit, informs the trade that its 1925 advertising appropriation of \$520,000 will be apportioned as follows: Na-000 will be apportioned as follows: National magazines, \$250,000; business papers, \$25,000; newspapers, \$175,000; direct-mail advertising, \$125,000; motion picture advertising, \$15,000, and miscelaneous advertising, \$30,000.

A part of the advertising will be directed to the market for vacuum cleaners existing in office buildings and hotels in every city of any size.

in every city of any size.

New Officers of Edward Lyman Bill, Inc.

The following new officers of Edward Lyman Bill, Inc., New York, publisher of several business papers, have been elected: Raymond Bill, treasurer; Ed-ward Lyman Bill, vice-president and secretary, and Randolph Brown, vicepresident.

J. C. Cook has been appointed business manager of The Tire Rate Book which is published by Edward Lyman

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Newell-Emmett Company

Incorporated

Advertising . Merchandising Counsel

120 WEST THIRTY- SECOND STREET

New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company
The T. A. Snider Preserve Co.
and effective
January 1st, 1925
Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Note: The addition of the Loose-Wiles Biscuit Co., upon whose problems the Newell-Emmett Company has been engaged since last May, gives to this agency a total of six clients at

the end of six years' existence. This insistence on slow growth, permitting concentrated and thorough study of each client's problems, is an integral part of the agency policy outlined above.



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More Than Tust a Stove

THE exceptional beauty of Tappan Gas Ranges linked, as it is, with fine equipment for cooking, will delight you who wish to have more than "just a stove" in your kitchen.

The all white enamel Tappan gas range is so good to look at! And such a help in preparing the meals! It's the range you've always wanted.

The roomy oven is scientifically constructed to give better baking results and is placed high, so that tiresome stooping is unnecessary.

The cast-iron oven bortom distributes the heat evenly. The baking heat can be kept just right, without watching, by simply setting the Wilcolator Oven Heat Regulator.

You'll enjoy baking day with a Tappan gas range in your kitchen.

THE TAPPAN STOVE CO.

TAPPA N GAS With Oven Heat Regulator

Tappan dealers will gladly demonstrate the nameteen better-cooking, dradgery saving features and show you the wide variety of styles and prices. See your dealer or write us for his name, and information about Tappain Flanges.

The advertising of Tappan Stove Company is handled by H. K. McCann Company.

Tappan Stove Company individuals who are readers of Printers' Ink and Printers' Ink Monthly

Name	TITLE	WEEKLY	MONTHLY
W. H. Tappan	General Manager	Yes	Yes
F. A. Weaver	Sales Manager		. 66
R. J. Hammer	Advertising Manager	66	

2, 1025

GOLD MEDAL CAMP FURNITURE MFG. CO.

MANUFACTURERS OF

FOLDING FURNITURE

"The duplicate copies of PRINTERS' INK and the single copy of PRINTERS' INK MONTHLY received here are for the use of the personnel of our advertising and sales department.

"The subject matter of your articles is not only interesting, but acts as a stimulant for use in our work. Any articles that are especially pertinent to our own business or business problems are properly marked and called to the attention of our various executives. It has also been our privilege to have your organization give us facts and clear up questions relating to major problems."

GOLD MEDAL CAMP PHRESTURE MFG. CO.

Sales Manager.

Effective Coverage of National Advertisers

PRINTERS' INK WEEKLY

20,401 net paid circulation

PRINTERS' INK MONTHLY

16,175 net paid circulation

Advertising Club News

Illinois Advertising Clubs to Hold First Convention

The first convention of the Illinois Advertising Clubs will be held at Springfield, Ill., on April 8 and 9. Plans for the meeting were discussed by the executive committee at a recent meeting in Chicago. Business sessions: by the executive committee at a recent meeting in Chicago. Business sessions wil be held on the morning and afternoon of the first day. The Springfield Advertising Club, as host to the convention, will entertain with a dinner and dance in the evening. A business session on the morning of the second day will be followed by an afternoon of sightseeing.

day will be followed by an afternoon of sightseeing.

W. Frank McClure, president of the Illinois Advertising Clubs, will preside at the convention. E. T. Meredith, of the Meredith Publications, Des Moines, I.a., and Lou E. Holland, president of the Associated Advertising Clubs of the World, have accepted invitations to address the convention.

vention.

The executive committee at its re-cent meeting prepared details of a bill embodying the Printrars' Inx "Model Statute" which it is expected will be presented at the present ses-sion of the Illinois State Legislature.

Six-Day Cure for Tuberculosis Condemned

Advertisements claiming that Tip Sin, a so-called cure "destroyed tuberculosis bacilli in six days," are fraudulent, according to a bulletin of the National Vigilance Committee of the Associated Advertising Clubs of the World. John Hamber, of Coeur d'Alene, Idaho, is said to be promoting the product.

"This advertising," the report says,
"has been accepted by some periodicals,
"has been accepted by some periodicals, "has been accepted by some periodicals, perhaps because the copy recites that the word "Tip Sin" has been registered in the United States Patent Office. It should be noted by all interested in Truth-in-Advertising that the registration of a trade-mark carries with it no

tion of a trade-mark carries with it no endorsement whatever as to the merit of the product to which it is applied, nor of the advertising which may be employed for its exploitation.

The bulletin urges the co-operation of business publishers and the public is reporting promptly to the Vigilance Committee all examples of doubtful proprietary medicine advertising. The National Vigilance Committee has no hesitancy in advising that all advertising of this character is essentially fraudulent.

Heads Montreal On-to-Houston Committee

D. L. Weston has been appointed chairman of the On-to-Houston committee of the Montreal Publicity Asso-

W. H. Allworth has been appointed a director of the Montreal association.

Rochester Bureau Increases Membership and Budget

Two hundred members and a budget of \$10,000 is the goal of the Better Business Bureau of the Rochester, N. Y., Advertising Club. Under the direction of Arthur P. Kelly, president of the club, a campaign for these objective was conducted and, while all reports have not been turned in, Glenn C. Morrow, secretary-treasurer, says that the campaign has undaubtedly some over the not been turned in, Gienn C. Morrow, secretary-treasurer, says that the campaign has undoubtedly gone over the top. The Bureau was organized in April, 1923. Its first year's budget was approximately \$3,000 and in 1924 this was increased to \$7,000. The Bureau started with a membership of eighty-first transcell. concerns, in 1924 this grew to 140 and as a result of the recent campaign, a membership of 200 is anticipated.

* St. Louis Club to Honor Mayor Kiel

The Advertising Club of St. Louis will tender a testimonial dinner at the will tender a testimonial dinner at the Hotel Chase, on April 14, in honor of its member, Henry W. Kiel, who is retiring as Mayor of St. Louis. Mayor Kiel has attended practically all of the conventions of the Associated Clubs in the last twelve years during his regime as Mayor of St. Louis.

It is expected that more than 1,500 reservations will be made for this dinner. The Advertising Club has been given the honor of tendering the only testimonial dinner to the Mayor on this occasion, and it will be a non-political and non-partisan affair.

and non-partisan affair.

Heads Boston Better Business Commission

Kenneth B. Backman, merchandise manager of the Buffalo, N. Y. Bette Business Bureau, has been appointed manager of the Boston Better Business Commission. He formerly was mer-chandise manager of the Boston Commission.

George Black, formerly with the Cis-cinnati Better Business Commission, who joined the Buffalo Bureau in January, will succeed Mr. Backman as merchan-dise manager at Buffalo.

Class for Hold Advertising Ministers

Growing out of a suggestion made at the recent convention of the New Engthe recent convention of the New Est-land Advertising Clubs, an advertising class for ministers is held every Monday at the Hartford Theological Seminari, Hartford, Conn. This class, which is under the direction of John L. Broda, of Brown, Thomson & Company, also of that city, is attended by about twenty pastors and assistants and an equal num-ber of seminary students. ber of seminary students.

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There Is No Substitute for Paid Space

"There is no substitute for paid space," declared Herbert Cuthbert, advertising manager of the Portland, Oreg., Chamber of Commerce, speaking before the Advertising Men's Association recently in favor of continuing the ad-

me Avertising Men's Association recently in favor of continuing the advertising of Oregon.

"You may have columns of news stories and pages of articles, but these do not sell anything," he said. "Just consider why big stores and big manufacturers do not change from advertising in paid space to other methods and you will see they have found from experience that this is the most effective way."

He likened the Chamber of Commerce to a co-operative marketing organization, elling the community to itself and the nation. Its dividends, he pointed out, unlike a commercial organization, are paid not only to members but also to everyone in the community.

community.

Pan-American Trade Conference to Follow Convention

As a continuation of the convention of the Associated Advertising Clubs of the World at Houston in May, a Pan-American Trade Development Conference will be held on May 15. The program is already so filled, according to C. K. Woodbridge, chairman of the general program committee of the Associated Clubs, that the committee felt an additional day should be devoted solely to discussion of the possibilities for economic development among members of the Western hemisphere. Delegates from twenty-two Pan-American countries have been invited to participate in this conference. These invitations have been transmitted through As a continuation of the convention

negate in this conterence. These invi-tations have been transmitted through the State Department of the United States. The Department of Commerce is also co-operating and will contribute speakers, exhibits and commercial de-velopment data.

Advertising Club for Hannibal, Mo.

Hannidal, M.O.

The Hannibal, Mo., Advertising Club
was organized recently at a meeting
at the Mark Twain Hotel in that city.
Carl Sonnenberg was elected president. Other officers elected were: A. J.
Willman and J. E. Buckner, vice-presidents; J. C. Binns, secretary, and B. Emerson, treasurer. The directors are.
H. A. Sheidker, M. V. Evans, J. F.
Corne, J. J. Bowles, Raymond Wilbur
and H. W. Lyndal.

* * *

More Advertising Clubs for Illinois

The formation of advertising clubs at La Salle and Peru, and Aurora and Eigin, all of Illinois, is planned within the next few weeks. The Joliet Advertising Club plans to attend the La Salle-Peru organization meeting in a body, and members will also aid the Aurora and Eigin clubs in organizing.

Florida Clubs Petition New District

A resolution was adopted at the annual meeting of the Fourth District of the Associated Advertising Clubs of the World asking the executive committee of the association to form a separate district of the associated club members in the State of Florida. The new district would be known as the Elogida District



district known as ida District. Carl Hunt, man-ager of the Asso-ciated Clubs, who was a speaker at the convention,

was a speaker at the convention, expressed himself in favor of the new division. Addressing the Florida delegates he said: "Your present vigorous development and the colubs entitle you to this consideration from the world clubs, and as the interests of all parts of the State are kindred, such a district will make for a better interchange of ideas and co-operation."

The convention was held at Jackson-ville, Fla., on March 1, 2 and 3. The morning session on March 2 was devoted to a discussion of the economics of merchandising and advertising. At the

voted to a discussion of the economics of merchandising and advertising. At the noon luncheon a cup offered by the Jacksonville club to the visiting club making the best five-minute talk on "The Value of an Advertising Club to a Community," was awarded to the Orlando Club for the speech of its convention representative, Karl Lehmann, secretary of the Orange County Chamber of Commerce.

Commerce.

The speakers at the afternoon session were: C. C. Carr, who spoke on "Agency Service"; P. W. Lampertine, "Retail Advertising," and E. D. Langley, who discussed "The Psychology of Advertis-"

William C. Freeman, president of the St. Petersburg club, was chairman of the convention. A. G. Morris was secretary. The Fourth District has promised its united support in an endeavor to obtain the 1926 convention of the Associated Clubs for the city of St.

Associated Clubs for the city of St. Petersburg.
C. C. Carr was elected chairman of the district which includes North Carolina, South Carolina, Georgia, Alabama, Mississippi, Florida, Pennessee, Cuba, Porto Rico and the Canal Zone. He succeeds Herbert Porter, of the Atlanta Georgias. Mr. Carr is treasurer and general manager of the Thomas Advertising Service, Tampa and Jacksonville, and the president of the C. C. Carr Advertising Agency of St. Petersburg.

J. E. Coad, of the St. Petersburg Chamber of Commerce, was elected vice-chairman, R. B. Walzer, editor of What's What, Orlando, was elected secretary, and Karl Lehmann, secretary of the Orange County Chamber of Commerce, was elected vice-secretary.

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Results-By-The-Week



RADIO DIGEST is the only magazine of KNOWN CIRCULATION published weekly. On a Power-By-The-Month basis Advertising in the Radio Digest is made four-fold effective. The Radio Digest does not bar the Advertiser from frequent appeal through infrequent publication.

C Full justice from your advertising appropriation demands copy every week. A week of advertising life and

week of advertising life and three weeks of advertising idleness is an injustice to the appropriation. Radio Digest is the only magazine of KNOWN CIRCULATION that brings Results-By-The-Week.

RADIO DIGEST

510 No. Dearborn St. CHICAGO

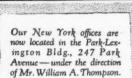




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MARCH MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own adverticina)

S	tan	dard	Si

Standard m	126	
	Pages	Lines
Review of Reviews	. 109	24,465
Atlantic Monthly	101	22,670
World's Work	. 99	22,306
Harper's	. 74	16,767
Scribner's	. 68	15,373
Current Opinion	42	9,551
Century	27	6,104
St. Nicholas	26	5,880
Street & Smith Comb	25	5,712
Bookman	24	5,398
Munsey's	23	5,152
Everybody's	22	5,024
Wide World	19	4,274
Blue Book		4,018

Flat Size	
Columns	Lines
American 326	46,618
Cosmopolitan 258	36,910
Physical Culture 214	30,605
Red Book 199	28,476
Photoplay 170	24,419
True Romances 147	21,105
True Story 145	20,849
American Boy 98	16,818
Motion Picture Magazine 116	16,620
Sunset 106	15,270
Success 101	14,443
True Confessions 97	13,692
Boys' Life 74	12,745
Asia 78	11,232
Elks Magazine 70	10,716
Film Fun 70	10,107
Picture Play 51	7,378
Macfadden Fiction-Lover's 45	6,503

WOMEN'S MAGA	ZINE	15
Col	umns	Lines
Vogue (2 issues)	876	138,424
Ladies' Home Journal	523	89,043
Good Housekeeping	459	65,707
Harper's Bazar	388	65,31
Women's Home Comp	353	60,041
Pictorial Review	303	51,670
McCall's	231	39,396
Delineator	210	35,714
Designer	196	33,389
Hollands	157	29,722
Modern Priscilla	148	25,160
People's Home Journal	133	22,610
Farmer's Wife	113	22,274
Woman's World	111	18,932
Mother's-Home Life	95	16,798
People's Pop. Monthly	85	16,255

The Industrial **Executive Market**

This market is not great in numbers but great in pur-chasing power. It is made up of the men who are "Big Business"- who manage and finance Industry. They are the men your salesman seldom sees, but whose decision is final, and without their approval no important industrial purchase is possible. No longer must you use and pay for space in publications of large circulation to reach the comparatively few executives who are essential to you. The use of FORBES with its cooperative Bulletin Service solves the problem of intensive executive coverage.

MODERN Machines and Methods to Cut Costs

A FORBES Bulletin mailed monthly to 5,000 Presidents of the largest Manufacturing Companies, Public Utilities, and Railroads. Includes distinctive and separate editorial content. Industrial advertisements appearing in FORBES are inserted in the current Bulletin without additional charge. For complete information write

Members of A. B. C. WALTER DREY, Vice-President 120 Fifth Avenue, New York

Western Manager H. S. IRVING Peoples Gas Bldg., Chicago Financial Advertising Manager EDWIN V. DANNENBERG 120 Fifth Ave., New York

New England Representatives BURLINGAME & BURNS Little Building, Boston

More than

43,000 People

buy the

New Haven REGISTER

every night.

Over 90% of this circulation is within 10 miles of New Haven City Hall.

Leads all Other

local papers by wide margin.

In fact

the Register's Circulation is considerably greater than any TWO other New Haven papers COMBINED.

Total Adv. Lineage 1924

11,942,368 lines

Leading nearest competitor

4,757,003 lines

Register carried nearly 30% more National Adv. in 1924 than all other New Haven papers combined.

Largest Circulation in Connecticut's Largest City

Rew Haben Register

The Julius Mathews Special Agency Boston—New York—Detroit—Chicago

Co	dumns	Lines
Needlecraft	91	15,495
Fashionable Dress	53	9,192
Mess. of Sac. Heart (pg.)	21	4,704
Child Life	24	3,466

Child Life	24	3,466
GENERAL AND		
Col	umns	Lines
House & Garden	535	84,590
Town & County (2 is.)	450	75,695
Country Life	431	72,418
Radio News	366	53,928
House Beautiful	333	52,629
Vanity Fair	246	38,977
Popular Mechanics (pg.).	173	38,864
Garden Mag. & Home Bldr.	242	37,268
Arts & Decoration	197	33,138
System	224	32,137
Popular Science Monthly	213	30,573
Popular Radio (pg)	129	28,908
Normal Instructor	157	26,741
Nation's Business	167	24,587
Field & Stream	171	24,453
Radio Broadcast (pg)	108	24,332
Radio	148	21,798
Outdoor Recreation	133	19,069
Theatre	93	14,775
Scientific American	83	14,142
Outdoor Life	96	13,772
International Studio	96	13,676
Science & Invention	92	13,636
Business	95	13,576
World Traveler	76	12,087
National Sportsman	68	9,735
Extension Magazine	52	9,110
Association Men	49	6,946
Forest & Stream	40	5,726
The Rotarian	39	5,597

CANADIAN WAGARINES

VALUADARA MA	P.O. W. STATE D.	and the same
	Columns	Lines
Maclean's (2 Feb. is	.) 206	36,136
Canadian Home Journ	al 155	27,191
West. Home Mo. (Feb	.) 101	18,236
Rod & Gun in Canada.	50	7,261

PEDDITADY WEEKTIPS

PEBRUARI WEE	PLIES	
February 1-7 C Saturday Evening Post	olumns 455	Lines 77,426
Literary Digest	98	14,904
Forbes	85	12,948
American Weekly	36	10,058
Collier's	48	8,241
Christian Herald	38	6,472
Life	32	4,588
Argosy-All-Story (pg)	20	4,529
American Legion Wk.	28	4,051
Outlook	27	3,994
New Republic	26	3,894
Churchman	24	3,361
Youth's Companion	17	3,014
The Nation	15	2,100

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3,977 8,864 7,268 ,138 2,137 573 3,908 5,741 4.587

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Lines 7,426

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4,588 4,529

4,051 3,994 3,894

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2,100

Advertising Space in RADIO NEWS does not have to be sold-Shrewd Advertisers BUY IT!



Since the very first year of publication Radio News has been the predominant magazine in the great radio industry. It has steadily maintained circulation and advertising lineage nearly double those of any other radio magazine-and it is growing, month after month and year after year, with enormous strides.

Radio News not only dominates the Radio field, but it is today the second largest magazine in the entire "General and Class group."

(See Printers' Ink, issue of Feb. 12, 1925.)

WRITE FOR RATE CARD OR ASK YOUR ADVERTISING AGENT

Experimenter Publishing Co., Inc., 53 Park Place, N.

Western Representatives
Kansas City Representatives
Pacific Coast Representatives

FINUCAN & McCLURE GEORGE F. DILLON A. J. NORRIS HILL CO.

720 Cass Street, Chicago, Illinois Republic Bidg., Kansas City, Mo. Hearst Building, San Francisco

Saturday Evening Post	olum 476	ns Lines 81,063	
Literary Digest	115	17,590	
American Weekly	42	11,713	
Collier's	48	8,301	
Christian Herald	34	5,926	
The Nation	41	5,827	
Outlook	30	4,332	
Life	26	3,818	
American Legion Wk.	24	3,489	
Youth's Companion	18	3,048	
Argosy-All-Story (pg)	11	2,584	
Churchman	17	2,399	
New Republic	15	2,205	
New Republic	10	2,200	
February 15-21 C	olumi	s Lines	
Saturday Evening Post	425	72,337	
Saturday Evening Post Literary Digest	100	15,202	
American Weekly	52	14,411	
Forbes	70	10,753	
Collier's	60	10,348	
Christian Herald	34	5,940	
Outlook	35	5,140	
Life	28	4,068	-
Argosy-All-Story (pg.)	11	2,663	
Now Populie	18	2,646	
New Republic	16	2,257	-
The Nation	11	1,573	
American Legion Wk.	11		,
Churchman		1,562	
Youth's Companion	9	1,534	
Youth's Companion	9	1,534	
Youth's Companion February 22-28 Co	9 olumn	1,534	
Youth's Companion February 22-28 Co. Saturday Evening Post	olumn 432	1,534 is Lines 73,527	
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Youth's Companion February 22-28 C. Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life	9 0lumm 432 121 63 27 43 30	1,534 Lines 73,527 18,520 10,784 7,543 6,172 4,316	
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Youth's Companion February 32-28 Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk.	9 0lumr 432 121 63 27 43 30 21 18	1,534 Lines 73,527 18,520 10,784 7,543 6,172 4,316 3,669 3,193	
Youth's Companion February 22-28 C. Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation	9 olumn 432 121 63 27 43 30 21 18	1,534 1,534 Lines 73,527 18,520 10,784 7,543 6,172 4,316 3,669 3,193 1,948 1,890	
Youth's Companion February 22-28 Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman	9 d32 121 63 27 43 30 21 18 13	1,534 1.5 Lines 73,527 18,520 10,784 7,543 6,172 4,316 3,669 3,193 1,948 1,890 1,802	
Youth's Companion February 22-28 Companion Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman New Republic	9 olumn 432 121 63 27 43 30 21 18 13 13	1,534 Lines 73,527 18,520 10,784 7,543 6,172 4,316 3,669 3,193 1,948 1,890 1,802 1,323	
Youth's Companion February 22-28 Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman	9 d32 121 63 27 43 30 21 18 13	1,534 1.5 Lines 73,527 18,520 10,784 7,543 6,172 4,316 3,669 3,193 1,948 1,890 1,802	
Youth's Companion February 22-28 Companion Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman New Republic Argosy-All-Story (pg.)	9 0lumr 432 121 63 27 43 30 21 18 13 13 12 9 5	1,534 Lines 73,527 18,520 10,784 7,543 6,172 4,316 3,669 3,193 1,948 1,890 1,802 1,323 1,284	
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Youth's Companion February 32-28 Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman New Republic Argosy-All-Story (pg.) Totals for February Saturday Evening Post Literary Digest American Weekly Collier's Forbes	9 blumm 432 121 63 27 43 30 21 18 13 12 9 5 blumm 1790 435 159 221 155	1,534 S Lines 73,527 18,520 10,784 7,543 6,172 4,316 3,669 3,193 1,948 1,890 1,802 1,323 1,284 S Lines 304,353 66,216 43,725 37,674 23,701	
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Youth's Companion February 22-28 Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman New Republic Argosy-All-Story (pg.) Totals for February Saturday Evening Post 1 Literary Digest American Weekly Collier's Forbes Christian Herald Outlook Life The Nation	9 blumm 432 121 63 27 43 30 21 18 13 13 12 9 5 blumm 1790 435 159 221 155 129 117 86	1,534 Is Lines 73,527 18,520 10,784 7,543 6,172 4,316 3,669 3,193 1,948 1,890 1,802 1,323 1,284 S Lines 304,353 66,216 43,725 37,674 22,007 19,638 16,790 12,074	
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Youth's Companion February 22-28 Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman New Republic Argosy-All-Story (pg.) Totals for February Saturday Evening Post Literary Digest American Weekly Collier's Forbes Christian Herald Outlook Life The Nation American Legion Wk. Argosy-All-Story (pg.)	9 432 121 121 18 13 13 12 9 5 159 121 155 159 121 155 179 437 117 86 77 49	1,534 1,534 1,532 1,784 7,543 6,172 4,316 3,693 1,948 1,890 1,802 1,323 1,284 1,	6 8
Youth's Companion February 22-28 Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman New Republic Argosy-All-Story (pg.) Totals for February Cosaturday Evening Post Literary Digest American Weekly Collier's Forbes Christian Herald Outlook Life The Nation American Legion Wk. Argosy-All-Story (pg.)	9 432 121 63 27 43 30 21 18 13 13 12 9 5 blumm 1790 435 159 221 155 129 137 117 86 77 49 63	1,534 1,534 1,532 1,527 1,520 1,784 7,543 6,172 4,316 3,669 3,193 1,948 1,890 1,802 1,323 1,284 3 Lines 304,353 66,216 43,725 37,674 22,007 19,638 16,790 12,074 11,061 11,060 11,060 10,789	6 8
Youth's Companion February 22-28 Saturday Evening Post Literary Digest Collier's American Weekly Outlook Life Christian Herald Youth's Companion American Legion Wk. The Nation Churchman New Republic Argosy-All-Story (pg.) Totals for February Saturday Evening Post Literary Digest American Weekly Collier's Forbes Christian Herald Outlook Life The Nation American Legion Wk. Argosy-All-Story (pg.)	9 432 121 121 18 13 13 12 9 5 159 121 155 159 121 155 179 437 117 86 77 49	1,534 1,534 1,532 1,784 7,543 6,172 4,316 3,693 1,948 1,890 1,802 1,323 1,284 1,	

RECAPITULATION OF ADVERTIS.

FICATIONS	OLLA	201-
Col	umns	Lines
1. Vogue (2 issues)	876	138,424
2. Ladies' Home Journal	523	89,043
3. House & Garden	535	84,590
4. Town & Country (2 is)	450	75,695
5. Country Life	431	72,418
6. Good Housekeeping .	459	65,707
7. Harper's Bazar	388	65,310
8. Woman's Home Comp.	353	60,041
9. Radio News	366	53,928
10. House Beautiful	333	52,629
11. Pictorial Review	303	51,670
12. American	326	46,618
13. McCall's	231	39,396
14. Vanity Fair	246	38,977
15. Pop. Mechanics (pg.).	173	38,864
16. Gar. Mag. & Home Bldr.	242	37,268
17. Cosmopolitan	258	36,910
18. Maclean's (2 Feb. is)	206	36,136
19. Delineator	210	35,714
20. Designer	196	33,389
21. Arts & Decoration	197	33,138
22. System	224	32,137
23. Physical Culture	214	30,605
24. Popular Science Mo.	213	30,573
25. Hollands	157	29,722

Advertising Dependent on Coordination in Management

George J. Kirkgasser & Co. Chicago, Mar. 2, 1925. Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

I was glad to have seen the editorial in your February 26 issue, "Advertising Overloads," since I was with The Force Food Company during 1902-03, and, therefore, know that there are many things that the outsider could not appreciate that must be considered in this so-called "failure."

One of the unfortunate things about the advertising business is that the advertiser is reluctant about admitting any faults, and, therefore, the advertising is so readily picked upon in case wonderful strides are not made.

As you point out, there is extreme.

As you point out, there is extreme necessity for the close co-ordination of all departments in a business, and any defects in one are sure to affect the others.

GEORGE J. KIRKGASSER & Co. GEO. J. KIRKGASSER, President.

Becomes Syverson-Kelley, Inc.

The Syverson-Kelley Advertising Agency, Spokane, Wash., has been incorporated and is now known as Syverson-Kelley, Inc. The officers now are: A. H. Syverson, president; Raymond P. Kelley, treasurer; Samuel E. Smyth and Harvey L. McCowan, vice-presidents; Lee R. Double, secretary, and Miss Dorothy Egan, assistant secretary.

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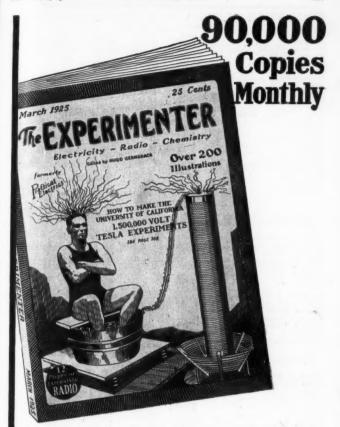
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The only magazine of its kind in existence The advertising pages of The Experimenter are the only buying guide for the great group of men whose hobby is experimenting in Electricity, Radio and Chemistry.

This is the only magazine through which you can place your advertising message before these active, progressive buyers without waste or duplication in circulation.

WRITE FOR RATE CARD OR ASK YOUR ADVERTISING AGENT

Experimenter Publishing Co., Inc., 53 Park Place, N.Y.

Publishers of Radio News, Science and Invention, The Esperimenter, Motor Camper & Tourist
Western Representatives FINUCAN & McCLURE 720 Cass Street, Chicago, Illinois
Kansas City Regresentatives GEORGE F. DILLON Republic Bidg., Kansas City, Mo.
Pacific Coast Regresentatives A. J. NORRIS HILL CO. Hearst Building, San Francisco

FOUR-YEAR RECORD OF MARCH ADVERTISING GENERAL MAGAZINES 1924 1924 1924 Tests

	1925	1924	1923	1922	Totals
American		49,857	47,078		175,817
American Maclean's (2 Feb. issues) Physical Culture Review of Reviews	36,136	40,140	33,600	27,725	137,601
Physical Culture	30,605	33.598	33.288	31,080	128,571
Review of Reviews	24,465	27,731	34.006	29 029	115,231
Red Book	28,476	27,731 30,018	26,517 24,212 26,880	20,681 15,385	105.692
Cosmopolitan	36,910	28,602	24,212	15,385	105,109
Red Book \$Cosmopolitan World's Work Atlantic Monthly Photoplay Harper's	24,465 28,476 36,910 22,306 22,670 24,419	28,602 21,952 22,983	26,880	24,824	105,109 95,962 93,470
Atlantic Monthly	22,670	22,983	24,176	23,641	93,470
Harner's	16,767	23,120	20,306	16,401	84,246
Motion Disture Magazine		17,150 18,028	20,071		73,851
Motion Picture Magazine Scribner's	15 373	14 504	15,030 16,128	13,461	63,139
Sunset	15,373 15,270 *16,818	17,112	13,432	12 546	62,721 58,360
Sunset	*16.818	17,658	12,600	10,014	57,090
Success	14,443	14,504 17,112 17,658 12,017	12,600 13,507	16,716 12,546 10,014 10,161 12,733	50,128
Cantury	6 104	12,320	13,888	12,733	45,045
Current Opinion	9.551	10,683	14,149	7,304	41,887
TMactadden Fiction-Lover's	0.503	8,797	111,730	12,826	39,856
Boys' Life	12,745	9,890	6,189	6.544	35,368
St. Nicholas	5,880	.6,720	7.644	7,602	27,846
Munsey's	5,152 5,024	5,586 7,062	5,124	3,122	18,984
Everybody's	5,024	7,062	3,932	2,621	18,639
	418,855	435,528	423,487	356,743	1,634,613
*New Size. †Formerly M	etropolitan	IFeh M	arch combi	ned.	1,034,013
Hearst's International com	bined with	Cosmonol	itan.	neu.	
W	OMEN'S	MAGAZI	NES		
Vogue (2 issues)	138,424	119,549	105,314	75,236	438,523
Ladies' Home Journal	89,043	119,549 89,177 64,993 61,337	105,314 90,452 64,940 56,381	75,236 74,159	438,523 342,831 224,055
Pictorial Review	*51,670	64,993	64,940	42,452	224,055
Good Housekeeping	65,707	61,337	56,381	38,115	221,540
Harper's Bazar	65,310	60,806	31,098	42,873	220,687
Woman's Home Companion	60,041	54,472	51,865	41,480	207,858
Delinester	35,396	*44,738 32,279	43,923	27,589 26,267	155,646
thesisnes & Woman's Mag	33,714	28 805	24 206	20,207	122,183
Modern Princilla	25 160	28 506	26 440	10 500	108,603 99,705 80,500
People's Home Tournal	22,610	22,600	21,760	13,530	80.500
Woman's World	18,932	28,805 28,506 22,600 16,429	43,923 27,923 24,206 26,449 21,760 17,430	22,203 19,590 13,530 19,229	72,020
People's Popular Monthly	16 255				60 100
	10.233	16,628		13,720	03,425
Needlecraft	15,495	16,628 13,396		13,720 9,520	63,425 50,437
Needlecraft	15,495 *16,798	16,628 13,396 *12,928		13,720 9,520 7,241	50,437 47,958
Vogue (2 issues)	15,495 *16,798	16,628 13,396 *12,928	12,026 *10,991	9,520 7,241	50,437 47,958
	693.944	666,643	12,026 *10,991	13,720 9,520 7,241 473,204	50,437
	693.944	666,643	12,026 *10,991	9,520 7,241	50,437 47,958
*New Size. †Two magazin	693,944 es now cor CLASS M	666,643 nbined. [AGAZIN]	12,026 *10,991 622,180	9,520 7,241 473,204	50,437 47,958 2,4 55,971
*New Size. †Two magazin	693,944 es now cor CLASS M	666,643 nbined. [AGAZIN] 89,663	12,026 *10,991 622,180 ES 80,482	9,520 7,241 473,204 51,026	50,437 47,958 2,455,971 305,761
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 80,482 60,772	9,520 7,241 473,204 51,026 46,671	50,437 47,958 2,455,971 305,761 247,747
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 80,482 60,772 52,080	9,520 7,241 473,204 51,026 46,671 36,270 36,652	50,437 47,958 2,455,971 305,761 247,747 218,392
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 80,482 60,772 52,080 34,278	9,520 7,241 473,204 51,026 46,671 36,270 36,652	50,437 47,958 2,455,971 305,761 247,747 218,392 148,154 145,792
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	10,026 12,026 10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392	9,520 7,241 473,204 51,026 46,671 36,270 36,652	50,437 47,958 2,455,971 305,761 247,747 218,392 148,154 145,792
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	10,026 12,026 10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392	9,520 7,241 473,204 51,026 46,671 36,270 36,652	50,437 47,958 2,455,971 305,761 247,747 218,392 148,154 145,792
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 31,154 28,412	9,520 7,241 473,204 51,026 46,671 36,270 36,652 26,488 31,934 30,595 18,300	305,761 247,747 218,354 247,747 218,354 145,792 143,090 129,364 115,470
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 31,154 28,412 28,400	9,520 7,241 473,204 51,026 46,671 36,270 36,652 26,488 31,934 30,595 18,300 28,812	305,761 247,747 218,392 148,154 145,792 143,090 129,364 115,470 112,362
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 31,154 28,412 28,000 24,082	9,520 7,241 473,204 51,026 46,671 36,270 36,652 26,488 31,934 30,595 18,300 28,812 20,020	305,761 2,455,971 305,761 247,747 218,392 148,154 145,792 143,090 129,364 115,470 112,362 92,952
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 31,154 28,412 28,000 24,082	9,520 7,241 473,204 51,026 46,671 36,270 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641	305,761 247,747 218,392 148,154 145,792 143,090 129,364 115,470 112,362 92,952 85,057
*New Size. †Two magazin House & Garden Town & Country (2 issues).	693,944 es now cor CLASS M 84,590 75,695	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 31,154 28,412 28,000 24,082	9,520 7,241 473,204 51,026 46,671 36,270 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641	50,437 47,958 2,455,971 305,761 247,747 218,392 148,154 145,792 143,090 112,362 92,952 85,057 70,505
*New Size. †Two magazin House & Garden Town & Country (2 issues). Country Life Popular Mechanics House Beautiful Vanity Fair System Popular Science Monthly. Arts & Decoration. Field & Stream Nation's Business Science & Invention. Outdoor Recreation	693,944 84,590 75,695 72,418 38,864 52,629 38,977 32,137 *30,573 33,138 24,453 24,587 13,636 19,069	666,643 nbined. [AGAZIN] 89,663 64,609	12,026 *10,991 622,180 ES 86,482 60,772 52,080 34,278 32,711 36,392 31,154 28,412 28,000 24,082 21,250 16,938 17,949	9,520 7,241 473,204 51,026 46,671 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641 20,104 14,992	305,761 247,747 218,392 148,154 145,792 143,090 129,364 115,470 112,362 92,952 85,057 70,505 69,931
*New Size. †Two magazin House & Garden Town & Country (2 issues). Country Life Popular Mechanics House Beautiful Vanity Fair System Popular Science Monthly. Arts & Decoration. Field & Stream Nation's Business Science & Invention. Outdoor Recreation	693,944 84,590 75,695 72,418 38,864 52,629 38,977 32,137 *30,573 33,138 24,453 24,587 13,636 19,069	666,643 mbined. IAGAZINI 89,663 64,609 57,624 38,360 33,964 35,787 35,478 *38,185 22,412 24,397 26,579 19,827 17,921 17,686	10,822 112,026 110,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 21,250 24,082 21,250 16,938 17,949	9,520 7,241 473,204 51,026 46,671 36,622 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641 20,104 14,992	50,437 47,958 2,455,971 305,761 247,747 218,392 148,154 145,792 143,090 129,364 115,470 92,952 85,057 70,505 69,931 58,428
*New Size. †Two magazin House & Garden Town & Country (2 issues). Country Life Popular Mechanics House Beautiful Vanity Fair System Popular Science Monthly. Arts & Decoration. Field & Stream Nation's Business Science & Invention. Outdoor Recreation	693,944 84,590 75,695 72,418 38,864 52,629 38,977 32,137 *30,573 33,138 24,453 24,587 13,636 19,069	666,643 mbined. IAGAZINI 89,663 64,609 57,624 38,360 33,964 35,787 35,478 *38,185 22,412 24,397 26,579 19,827 17,921 17,686	10,822 112,026 110,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 21,250 24,082 21,250 16,938 17,949	9,520 7,241 473,204 51,026 46,671 36,622 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641 20,104 14,992	50,437 47,958 2,455,971 305,761 247,747 218,392 148,154 145,792 143,090 129,364 115,470 112,362 92,952 85,057 70,505 69,931 58,428 56,487
*New Size. †Two magazin House & Garden Town & Country (2 issues). Country Life Popular Mechanics House Beautiful Vanity Fair System Popular Science Monthly. Arts & Decoration. Field & Stream Nation's Business Science & Invention. Outdoor Recreation	693,944 84,590 75,695 72,418 38,864 52,629 38,977 32,137 *30,573 33,138 24,453 24,587 13,636 19,069	666,643 mbined. IAGAZINI 89,663 64,609 57,624 38,360 33,964 35,787 35,478 *38,185 22,412 24,397 26,579 19,827 17,921 17,686	10,822 112,026 110,991 622,180 ES 86,482 60,772 52,080 34,278 32,711 36,392 31,154 28,000 24,082 21,250 16,938 17,949 14,794 14,126	9,520 7,241 473,204 51,026 46,671 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641 14,992 11,173 7,545 13,413 14,228	50,437 47,958 2,455,971 305,761 247,747 218,392 148,154 145,792 143,090 129,364 115,470 92,952 85,057 70,505 69,931 58,428
*New Size. †Two magazin House & Garden Town & Country (2 issues). Country Life Popular Mechanics House Beautiful Vanity Fair System Popular Science Monthly. Arts & Decoration. Field & Stream Nation's Business Science & Invention. Outdoor Recreation	693,944 84,590 75,695 72,418 38,864 52,629 38,977 32,137 *30,573 33,138 24,453 24,587 13,636 19,069	666,643 nbined. [AGAZIN] 89,663 64,609	10,822 112,026 110,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 21,250 24,082 21,250 16,938 17,949	9,520 7,241 473,204 51,026 46,671 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641 20,104 14,992	50,437 47,958 2,455,971 305,761 218,392 148,154 145,792 143,090 112,362 92,952 70,505 69,931 58,428 56,487 55,025
*New Size. †Two magazin	693,944 es now cor CLASS M 84,590 75,695 72,418 38,864 32,137 30,573 33,138 24,453 24,453 24,453 19,069 14,775 14,142 13,772 5,726	666,643 bbined. IAGAZINI 89,663 64,609 57,624 33,964 35,787 35,478 *38,185 22,412 24,397 26,579 19,827 17,921 17,686 20,674 13,836 20,674 13,836 20,674 13,836 20,674 13,836 20,674	10,822 12,026 10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 31,154 28,412 28,000 24,082 21,250 14,794 14,794 14,794 14,126 14,004 16,056 11,035	9,520 7,241 473,204 51,026 46,671 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641 14,992 11,173 14,228 7,584	50,437 47,958 2,455,971 305,761 247,747 218,392 145,192 143,194 112,364 113,470 112,364 113,470 112,364 113,470 112,364 113,470 112,364 113,470 112,364 113,470 112,364 113,470 112,364 113,470 112,364 113,470 113,47
*New Size. †Two magazin House & Garden. Town & Country (2 issues). Country Life Popular Mechanics House Beautiful Vanity Fair System Popular Science Monthly. Arts & Decoration Field & Stream Nation's Business Science & Invention. Outdoor Recreation Theatre Cientific American Outdoon Life National Sportsman Forest & Stream.	693,944 84,590 75,695 72,418 38,864 52,629 38,977 32,137 *30,573 33,138 24,453 24,587 13,636 19,069	666,643 nbined. (AGAZIN) 89,663 64,609 57,624 38,360 33,964 35,787 35,478 *38,185 22,412 24,397 26,579 19,827 17,921 17,686 20,674 13,836 13,902	12,026 *10,991 622,180 ES 80,482 60,772 52,080 34,278 32,711 36,392 31,154 28,412 28,000 24,082 21,250 16,938 17,949 14,126 14,004 16,056	9,520 7,241 473,204 51,026 46,671 36,652 26,488 31,934 30,595 18,300 28,812 20,020 12,641 14,992 11,173 14,228 7,584	50,437 47,958 2,455,971 305,761 247,747 218,392 148,154 145,792 143,090 129,364 112,362 90,931 158,428 56,057 70,505 69,931 158,428 56,487 55,025
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About Coupon Advertising-

ONE thing is certain," as N. W. Ayer announced in a recent advertisement, "there never is any doubt about the productiveness of a campaign when the results can be measured in coupons. The figures are there in black and white. The amount of money spent. The number of inquiries received. The percentage of sales. The profits per sale."

Every magazine wants beautiful display advertising, in four colors whenever possible, because it dresses up the book for the subscriber. But, if you want a check on results, there can be no question that the only incontrovertible test of the pulling power of a particular magazine is what N. W. Ayer calls "The Elusive Coupon." One thing is certain about a magazine in which the same high type of coupon advertising appears month after month:

it produces the business!

The group of persistent coupon advertisers who have been selling bonds and investment service through Current Opinion, certify monthly to the responsiveness of the Current Opinion public.

CURRENT OPINION

100,000 Net Paid Guaranteed

Eastern Advertising Manager
N. B. YEWELL
50 West 47th Street
New York, N. Y.

Western Representative
B. R. FREER, LTD.
1118 Peoples Gas Bldg.
Chicago, Ill.

The Little Schoolmaster's Classroom

A MEMBER of the Class who has carefully studied recent PRINTERS' INK articles on the use of radio as an advertising medium, has written a letter to the Schoolmaster that brings up an interesting point concerning the advertising value of a broadcasting station to those who own the

stations. He writes:

"In these articles it is reported that national advertisers and department stores have created broadcasting stations in the belief that they could thereby adverthemselves; their marked products or the wares they offer for public sale. I be-lieve that they are headed for a great disappointment. I had thought of this particular angle for some little time before your article appeared but I did not think of writing to you until I had noticed your interest in this subject. Before setting down my reason why such advertisers are going to be disappointed if they are counting on advertising themselves or their products by owning a broadcasting station, I want to say that I have checked my thoughts on this subject with a large number of my friends.

"Here is my idea on this subject: A broadcasting station, in the mind of the person listening to it, is a separate and definite entity. The listener visualizes only a broadcasting station and not the company or individual responsible for that station. other words, WEAF stands in the listener's mind as WEAF, and not as the American Telephone and Telegraph Company; WEBH is a station by that name and not the Edgewater Beach Hotel. When a listener decides to turn to WOR he doesn't think that he is turning to a Newark department store for entertainment. It is his idea that he is turning to a station which to his mind, by previous association, may be a good, bad or indifferent station. A broadcasting station is entirely dissociated from anything but the quality and kind of entertainment it offers. If there is any advertising value in owning a station, that advertising value lies in the advertising of the station itself. If WOR puts on programs that please, such programs are building up good-will for WOR and not for L. Bamberger & Com-

pany."

The Schoolmaster is inclined to agree with this point of view on the advertising value of broad-casting stations to the owners of them. He believes that it applies also to the so called "name publicity" programs that some adver-tisers are paying to broadcast through stations that sell time on the air. The "A. & P. Gypsies," for example, which furnish entertainment paid for by the Great Atlantic & Pacific Tea Company, get more name publicity for the orchestra that broadcasts under that name and the stations that do the broadcasting than for the company that pays the bills. In fact some press agent has been busy of late telling the public that the leader of the particular orchestra that broadcasts as the "A. & P. Gypsies" has risen from an obscure position to fame solely through broadcasting.

Doubtless there are some excellent psychologists in the Class who might be willing to give some thought to this entire subject. The Schoolmaster would welcome

their views on it.

The Schoolmaster has come across a sales manager who doesn't weep and wail whenever he finds that some twelve-year-old child has filled out the coupon in one of his company's advertisements and obtained an expensive booklet that is to be cut up for the child's scrapbook.

This sales manager changed his mind to good advantage on child inquiries several years ago. His company manufactures a highprice, high quality electrical apS

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CHURCHILL-HALL

H.B. LE QUATTE, President

50 UNION SQUARE NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Ma

LITHOGRAPHED ETTERHEADS For\$1.25 PER THOUSAND COMPLETE

THIS exceptionally low price applies to lots of 25,000 lithographed in black on our White Paramount Bond, 20 lb, basis. On billheads, statements, note heads and half size letterheads, size 5½" x 8½" our price is 90c per theusand. If you have ne engraving we will furnish one at actual cost. This charge is made on your first order only. Booklet of engravings and prices, also samples of our work will be sent you on request.

Envelopes Lithographed to match \$2.00 per Thousand,

GEO. MORRISON CO.

422-430 East 53rd St. New York City TELEPHONES PLAZE 1874-1875 Established 1898 Incorporated 1905

WANTED

A Man to Take My Place!

For four years, I've been Space Buyer for a young, progressive, fully-recognized Boston agency. April 1st, I'm leaving with the best wishes of all, to go into business for myself.

I want to leave my job in good hands before I go.

My successor should be in his twenties—familiar with rates and publications—with one or two years agency experience—and not afraid of "detail" or hard work.

Write me in confidence, mentioning age, experience and expectations. Quick action required.

"A," Box 128, care Printers' Ink

pliance. His dealers, today, close about 80 per cent of all inquiries that are received in response to his advertising. This percentage, however, was not so high until he learned to show his distributors how to handle the "child inquiry,

It happened in this way: Several years ago a dealer in Sedalia, Mo., wrote a letter direct to the president of the company, complaining that he had just made an eight-mile drive in a heavy rainstorm to follow up an inquiry that should never have been sent to him. When he reached the house he was met by the mother of several small children who apolo-gized profusely for bringing him so far on such a day, after saying that her eldest daughter, Ann (twelve years old) had filled in and mailed the coupon.

The president of the company was inclined to the belief that the company had imposed on its Sedalia distributor.

The sales manager asked for a chance to answer the letter and got it.

To this dealer he said: "You had an ideal chance to make a sale when you followed up this inquiry. Your real prospect was on the defensive. You had an opportunity to explain our product that is not always to be found. You could have set her at ease on the score of inconvenience to yourself in making the trip, by letting her repay you for your inconvenience by listening to your sales story. Besides that, if you had complimented the child for her brightness in being interested in our product and offered to send her another booklet you would have won the gratitude of the mother-our real prospectfor your kindly attitude toward the child.

"By such action you would either make an immediate sale or would pave the way for an easy future sale."

When this letter came to the

GIBBONS knows CANADA

J. J. Cibbons Limited, Advertising Agents

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Something new under the marketing sun

THE Advertising Stores are bridging the gap between maker and buyer, opening new channels of trade, strengthening old ones, saving money and time for manufacturers whose distributing costs have been too high.

Mr. Producer, see what the Advertising

Stores can give you:

- 1. Permanent, attractive exhibits
- 2. Superb window displays
- 3. Special advertising sales to introduce or popularize a product direct to consumers
- 4. Expert demonstrations
- 5. Distribution of consumer literature
- 6. Consumers' consultation service
- 7. Widespread publicity
- 8. Consumer advertising
- 9. Coupon center

Twenty-six non-competing lines only can get this service in a city. The first Advertising Store opens April 15th, in New York's buying center. Store No. 2 opens shortly in Chicago. Others follow rapidly in all strategic markets.

Mr. Producer, Mr. Manufacturer, Mr. Grower, the Advertising Stores are of vital importance in your merchandising. Yearly contracts are closing now. Telegraph or write for our representative to explain this tested plan.

SHAW ADVERTISING CORPORATION

Operating Advertising Stores
25 West 43rd Street, New York City

EVENING

Los Angeles, Cal. Gained 6,631

Daily Average Circulation

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

It Covers the Entire Los Angeles Field Completely

REPRESENTATIVES

H. W. Moloney, 604 Times Bidgs, New York G. Logan Payne Co., 401 Tower Bidgs, North Michigan Ave., Chicago. A. J. Norris Hill, 710 Hearst Bidg., San Franciso, Calif.



National Miller

Extablished 1895

A Monthly Business and Technical
Journal covering the Flour, Feed
and Cercal Mills. The only A. B. C.
and A. B. P. paper in the field.
630 W. Jackson Bivd., Chicago





president for his approval before it was mailed, he called for the sales manager, and said: "Send copies of this correspondence to all of our distributors. I think that all of them will understand its lesson." And they did. That's one of the reasons why the percentage of inquiries closed by this company's distributors is so high today.

One thing that never fails to give the Schoolmaster a glow of satisfaction is to observe how a manufacturer keeps his dealers' interests in mind when it becomes necessary for the dealer to make adjustments with the consumer.

The worst feature of the sweening, unconditional guarantee on a grocery or drug store product is unquestionably the trouble and inconvenience which the guarantee brings into the dealer's store. So often, too, the guarantee is in the form of a printed slip within the package-out of sight and therefore out of mind until the package is opened in the consumer's home. The dealer may have been told about it in advance by the manufacturer and may have been coached on how to handle complaints. He may even keep a copy of the guarantee form on the shelf as a reminder to explain it to customers. Despite these precautions, the dealer eventually forgets, until the day when a customer walks in with a broken package in one hand, the guarantee slip in the other, and demands an adjustment. By this time nothing will satisfy the customer but a new package or the return of the purchase price. And the dealer must keep the broken package around until he secures an adjustment with the manufacturer.

Quite recently the Schoolmaster, for the first time, purchased a package of Dromedary Cocoanut. One of the things which influenced the purchase, to a large extent, was the package itself. Picking it off the grocer's shelf to examine it, he saw printed in large type from top to bottom on one side, these words:

"We guarantee that this cocoa-

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Do You Know This Chap?

HE sells printing, but he isn't just a printing salesman. For he thinks in terms of constructive, creative advertising. He visualizes a catalog or other direct literature not just as so much printed matter, but as powerful instruments for building business.

He is a fellow you instinctively liked the first time you met him. He wears well, too. He is intelligent, clean-cut, a born business man and salesman.

He can sit down at your desk and help you plan a direct mail campaign as it ought to be planned.

He is always giving you helpful suggestions whether you give him your business or not. You are always glad to see him. He never wastes your time.

If you are acquainted with this chap and happen to know that he isn't contented in his present connection—if you believe that if he had plenty of room to grow in, he would carve out a big career for himself—you will do us

both a great favor if you show him this advertisement. Or you might drop us a line and tell us who he is.

We won't mention your name to him if you prefer not to have us. And we can assure you that we have a proposition open for him here in one of the finest and fastest-growing printing establishments in New York City that will greatly appeal to him if he has the right stuff in him.

He will be happier here with us than he ever has been in his life. And as for success, he can make it what he will. The sky is the only limit!

If you know this chap, please tell us who he is, or ask him to get in touch with us.

Address "B," Box 129, Printers' Ink

Western Sales Representative For Manufacturer

Two Successful Salesmen now in New York seek connection with a reputable manufacturer whose requirements demand intelligent representation in the Rocky Mountain Region.

Have offices and facilities for carrying stock in Denver. Financially responsible.

What Have You? Address "M.," Box 278, Care of Printers' Ink

PRINTING SALESMAN

AN unusual opportunity is offered to a man controlling at least \$40,000 of the better grade of printing a year. To such a man, the owner of the plant, will pay the regular commission and give a substantial interest and give a soustantial interest in the business, without any investment. Plant is located in the Times Square district, consisting of three Miehles, three Kellys, job presses, small bindery, linotype, and large up-to-date composing room. All replies will be set solve of defeated to the set of the will be strictly confidential.

Address "J," Box 275, P. I.



nut was perfect when it left our factory. If on first opening, it is not in proper condition, we will exchange it at our expense. Send this package with grocer's name. Manufactured by The Hills Brothers Company, 375 Washing-ton St., New York."

The dealer, observing that the Schoolmaster was reading the guarantee, came over and threw in a word which clinched the point of the guarantee.

"You see," he said, "if it isn't all right, all you have to do is mail it back to the factory and they'll send you another package at their expense."

At the time of purchase, the suggestion to send the package back to the factory seems simpler than carrying it back to the deal-er's store. Besides, if it has to be replaced, the new package will come fresh from the maker.

The two points about Dromedary guarantee which im-Schoolmaster pressed the worthy of emulation by other first, manufacturers are. guarantee is printed prominently on the outside of the package; and, second, it is written with a view of relieving the dealer of the inconvenience of making adjustments with his customers.

> H. F. King Joins Albert Frank Agency

Herbert F. King, until recently adver-tising manager of the Florence Stove Company, Gardner, Mass., has joined the Boston office of Albert Frank & Company advertising agency, as an account executive. He formerly was with Rickard and Company, Inc., as an account executive.



35 South Dearborn Street CHICAGO, ILL

COLOR, ERMANENCE AND ECONOMY

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins In 137 cities and towns of Northern N.E.

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Association Executives Organize

The Conference of Association Executives was formed at Atlantic City recently by the executives of twenty-five national associations. It was formed for the purpose of improving the work of the member associations.

W. L. Chandler, New York, National Purchasing Agents Association, was elected chairman; Carl Hunt, Associated Advertising Clubs of the World, vice-chairman, and E. W. Bullock, American Society of Mechanical Engineers, secretary-treasurer. tary-treasurer.

Joins Botsford-Constantine

Francis J. Wank, formerly with the K. L. Hamman Advertising and Johnston-Ayres Company, affiliated advertising agencies, San Francisco and Oakland, as copy executive, has joined the Portland, Ore., office of the Botsford-Constantine Company, Inc., advertising agency.

Large Campaign on Columbia **Eveready Batteries**

Eveready Columbia dry batteries will be advertised in fifty-two magazines and 42 newspapers, the National Carbon Company, Inc., New York, informs the trade in its business-paper advertising.

Ioins Boulden & Associates

Martin Anderson has been elected vic-president of Hal. T. Boulden & Associates, Inc., publishers' represen-tatives, New York. He will have charge of a new office which has been started at Cleveland.

Joins Jewett Radio & Phonograph Company

C. L. Pugh has joined the advertising department of the Jewett Radio & Phonograph Company, Detroit.

George W. Tryon

Times Building New York

Secures hotel accommodations at leading hotels in large cities and resorts for newspaper and magazine publishers and their representatives in exchange for space.

Est. 1873

CHICAGO

Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.

UBSCRIPTIONS ecial offers, classi-

tenewals, special offers, classi-ed, etc. Highest percentage at less cost using Pallen's New Return "Cash-Order" Device Write for Sample and Prices.

J. PALLEN & CO., Columbus, Ohio

\$63,393 From One Letter

**Anything that our be sold can be sold by most?*

Back up your salesmen. Sell small, isolated towns without salesmen. With one letter a merchant sold \$83,985. In 16 days: a remerchant sold \$83,985. In 18 days: a remarkant sold \$85,985. In 18 days: a remarkant

any independent advertising man can put us in touch with an occasional printing job or an ac-count, we will be glad to pay him a regular commission. High grade direct-by-mail book-iet and catalogue werk only, wanted. Our plant with complete facilities and service department is conveniently located near Penn. Station. Address "H.," Box 84, care of Printers" in Station. Printers' Ink.

Trade - Marked Food Product \$25,000

Concern now manufacturing and selling a trade marked Quality Food Product is offered for immediate sale. Address "Q.," Box 258, Printers' ink.

ultigraph Ribbons Re-inked process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy. Dept. B. 67 West Broadway, New York City

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used Printers' Complete Outfitters Conner, Fendler & Co., New York City

HELP WANTED

Art Solicitor and Contact Man—Prefer man who has worked up an established clientele to represent Chicago Art Studio doing the highest standard advertising work. Box 778, Printers' Ink.

Advertising Salesman for Ohio, Michigan, Indiana and other Middle Western territory for monthly trade journal. Must be a producer. Give experience and references. Box 779, Printers' Ink.

WANTED—Experienced advertising man who can write first class merchandising copy on electrical appliances. Write stating experience, and salary desired. Box 752, Printers' Ink.

Photo - Engraving Salesman Excellent opportunity for the right man. Aetna Photo-Engraving Co., Inc., 511 W. 42nd Street, New York City.

SALESMEN

for show window service contracts. Can use two or three more competent men. Commission basis. Write A. Cherney, 1330 W. Van Buren St., Chicago, Ill.

ADVERTISING MAN—We have an excellent opening in a busy Advertising Department for a young man with ideas who has the knack of writing strong selling copy. A dependable, productive worker, willing to start at a moderate salary, will find an opportunity here to get ahead. Give age, experience and salary desired. Box 753, Printers' Ink.

Printing—Wanted—Real live-wire salesmen—male or female—with experience in the printing game, by a printer with esstablished reputation. To call on leads, and take orders for commercial printing and advertising folders and booklets. With some experience in writing and laying out copy for customer when occasion demands. Good salary, steady position to right party. Box 763, P. I.

CATALOG SALESMAN

Old established New York Corporation specializing in high grade Loose Leaf Catalog binders, salesmen's sample binders, etc., is interested in connecting with a man whose experience, training and personality is such as to qualify him in calling upon advertising men, sales managers, advertising service organizers, etc. Preferably one who knows something about the make-up of catalogs. Unusually attractive opportunity for right man. State previous business record. Sheppard Company, Long Island City, N. Y.

WE CONNECT THE WIRES

WE WANT ADVERTISING SALESMEN AND
COPYWRITERS. If you
have sold space—and if
your salary requirement is around
\$40-850 per week—we can put
you in immediate touch with
good positions. You risk nothing: free registration; we must
deliver the goods before we can
charge you a cent for our service.
Write us today.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

WANTED—for the Middle West territory a man to sell outdoor patented weatherproof signs to national advertisers. State your experience when applying. The Kemper-Thomas Company, Cincinnati, Ohio.

YOUNG MAN FOR GROWING NEW YORK AGENCY

To work alongside of principal. The main chance for one who is bigger than a copy job, but is being held down to copy because he is good at it. Job is as big as he makes it. State facts without exaggeration in first letter. Address Box 756, Printers' Ink.

MISCELLANEOUS

Copy Writing

Free lance. Careful analysis. Effective copy for your particular proposition. Booklets, folders, catalogs, direct mall, publication. Box 757, Printers. Ink.

Cross Word Puzzles

Exclusive and Original From stock or made to order. Arthur Basquil, 1035 Union St., Brooklyn, N. Y.

POSITIONS WANTED

Young Man—A strong basic knowledge of advertising, including copy, layout, type, etc. A growing man for a growing organization. Salary secondary to opportunity. N. Y. C. Box 755, P. I.

N. Y. COPY WRITER

Many years copy chief big agencies, available as adv. mgr. or for special copy. Box 767, Printers' Ink.

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Now politar with : Trade Age Box 7

My La Work Visual employ 772, F ART EDITOR—12 years experience in charge art department, large publishing house, handling photographs, layouts and technical illustrations. Best references. Connect in city. Box 773, P. I.

Production Man—Five years of sound agency experience buying engraving, electrotyping, printing, art work, etc. Extrotyping, printing, art work, etc. Excellent type layout man. Moderate salary. Box 761, Printers' Ink.

Advertising Solicitor-Now employed by Advertising Solicitor—Now employes of publishers' representative, 2 years connection. Two years previous with large Chicago Daily. Acquainted with magazine and newspaper field. Age 25. Married. Box 780, Printers' Ink, Chicago Office.

COPY WRITER

and all-around agency man. Nine years' experience. Will consider location anywhere. Box 768, Printers' Ink.

Would you pay \$75.00 a month for the services of an advertising man with proved ability? I am looking for four non-competitive concerns which can four non-competitive concerns which can use me on a part time basis. Address Box 775, Printers' Ink.

Young woman with ambition, energy and keen business judgment desires connection in N. Y. with advertising agency. Secretary-stenographer with 2 yrs. university and 1 yr. of library training. Age 35. Protestant. Box 760, Printers' Ink.

READY WRITER

Experienced man with easy style; can edit magazine, house organ; write hand-books or publicity. Knows cuts, art work, layouts, advertising exhibits. Rea-sonable salary. Box 770, Printers' Ink.

Capable, energetic young woman, thoroughly qualified to manage printing production in advertising agency. Most economical supervision in ordering. Familiar with paper sizes and grades, electrotyping and photo engraving. Box 759, P. I.

A DOCTOR FOR SICK LITERATURE I want a real creative job—a hard job where I can show real results—and be paid accordingly. Willing to start mod-erate salary until I can prove what I'm worth. Address, Box 774, P. I.

PRODUCTION MAN

Capable, energetic young man. Nine years' experience in selling and directing printing and engraving. Can buy paper and estimate printing costs. Also write copy and make layouts. Age 27. Box 758, Printers' Ink.

ADVERTISING SALESMAN

Now employed on large Chicago metro-politan newspaper, wishes connection with a Representative, Agency or good Trade Paper or will represent same. Age 28. College graduate. Gentile. Box 777, Printers' Ink.

During the Last 10 YEARS-

My Layouts, Lettering, Decoration, Color Work has helped to sell many a product. Visualizing and managing ability. Now employed; seeking advancement. 772, Printers' Ink.

MANUFACTURER or WHOLESALER: Want to handle direct-mail department. I write circulars, booklets, sales letters. Handle mailing list. Experienced, practical. In or near New York or Baltimore. Box 764, Printers' Ink.

Salesman with successful record selling machinery direct to factories and through jobbers in the East and Middle West; practical experience preparing mail-order trade-paper and catalogue advertising; de-sires N. Y. connection. 7 years' experience. Christian. Now employed. Box 769, P. I.

ARTIST-Skilful, working on a business basis (not temperamental)—wants work mornings with one firm. Valuable commornings with one firm. Valtame commercial experience, excellent knowledge of agency requirements, exceptionally good on layouts, design, lettering and color. Price reasonable. Box 762, P. I.

DIRECT-MAIL SALES

A man of unusual qualifications and ex-A man of unusual quantications and ex-perience wants to meet principals, either in or out of New York, who would be interested in getting a new viewpoint on the power of organized direct-mail in any line. An interview will cost nothing and may be worth much. Box 776, P. I.

I've served my apprenticeship
Four years' experience advertising and

editorial department detail; ready for some constructive work in sales letters, copy, layout, typography. Box 754, P. I

A young man, college trained and with a thorough business education, who knows thorough business education, who knows advertising and sales planning from six years' experience—who is now employed as an Eastern Sales Representative—is looking for a bigger job. He can furnish records as to character and ability and will locate anywhere. Position as Advertising Manager preferred. Box 765, P. I.

SALES PROMOTION ADV. MGR.

Young man, 26, eight years' advertising and sales experience, seeks new connection. His printed salesmanship in the form of sales letters and advertisements, is written in a forceful, businesswinning style. Shoulder to shoulder cooperation with the sales staff is one of his "hobbies." Has had actual selling experience. He will prove a good investment to the manufacturer who requires such a man. Address Box 766, Printers' Ink.

Salesman-Manager

31. Married. Christian. versity education. Ten years experience selling women's shoes to high grade retail stores East of the Rocky Moun-tains. Have conducted extensive sales tains. Have conducted extensive sales promotion work including considerable public speaking. Can install sales office system; write trade booklets; make up copy, and direct by mail correspondence. Will go anywhere, or represent manufacturer in New York City and open branch office. Am at present employed, and will consider none but highest type propositions with reputable firms. All replies held in confidence. Box 771, P. I.

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POSTON may be likened unto no other city. Swayed and guided by age-old customs and traditions, Boston's population is divided into two distinct groups. Because of this division the newspapers that serve this great market unavoidably separate into two distinct groups.

Each is edited and printed in the manner calculated to interest and satisfy one certain group of readers. Each serves its clientele faithfully and well—so well, in fact, that no newspaper published for one of Boston's two great groups of population can ever duplicate its circulation in the other.

To reach one of these Boston groups, you have a choice of several good newspapers.

The other great group is covered by the Herald-Traveler—and by the Herald-Traveler alone.

Let us show you why the Herald-Traveler is absolutely essential in reaching the real Boston market. Write us today on your business stationery for a copy of "Business Boston," an instructive booklet that should be in the hands of every thoughtful advertiser.

BOSTON HERALD-TRAVELER





SEVERAL thousand mail subscribers to The Chicago Tribune recently replied to a questionnaire from the advertising department, in which an opportunity was given them to comment on The Tribune.

These comments range from violent abuse to warmest praise and present a vivid picture of the editor's problem.

They have been printed in pamphlet form, together with a vitriolic letter from a reader and a slashing editorial reply, under the title "Brickbats and Bouquets." This booklet will be mailed free on request.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave. New York City 7 S. Dearborn St. Chicago 406 Haas Bldg. Los Angeles